

HOW TO HANDLE THE 4 MOST COMMON RESPONSES . . .

It may take 3 or 4 objections to get the REAL one. Just keep repeating the process until you get the last one which will either be “Nothing”, “Fear”, or “I just don’t want to”.

1. “Nothing” is Easy! We covered that!
2. “Fear” - You reach out, physically touch her hand and reinforce your belief in her - “If I teach you everything I know and you faithfully attend your training, do you think you could learn?” (Pause) “I will always match my time with your effort, and I know you’ll be great because . . .”
3. She needs to “Think About It” . . .If she “ponders” her decision and feels like she needs to talk to her husband or “think” about it - say, “I can appreciate the fact that you feel you need more time and information. What other questions do you have? (Pause) Why don’t we do this - to avoid playing telephone tag or scheduling another time, why don’t you go ahead and put your check (or VISA #) with this. Sleep on it. If you don’t think anything else about Mary Kay when you leave here today, it’s not for you; if however you keep thinking about Mary Kay and what we’ve talked about, you need to get started. I’m sure you know there is never a perfect or good time to make a change. I’m sure you also know that your friends and family would have all kinds of very well meaning advice (teasingly). All I can tell you is I’m so grateful I didn’t take all of that advice, that I followed my heart. I know you will too. If tomorrow, you’ve decided it’s not for you, call me by noon and I’ll mail your check right back to you. If however, you sleep on it and you have a green light, I can go ahead and get your showcase ordered and we can set up your training. I know you’ll be great! How would you like to take care of it?” (Pause)

***See Consultant’s Guide for other objections/responses. Follow same procedure. Notice that “Feel, Felt, Found” is always followed by a question to her! Get her to express herself and LISTEN!**



(OH NO!) THE CLOSE!!

Don’t be afraid - it’s 3 Simple Questions!!

1. What excites you the most?
2. What questions do you have?
3. What, if anything, would keep you from giving it a try?

IF SHE SAYS “NOTHING”

“Great, because I know you’ll be successful, and I’m eager to work with you! All we need to do is get your showcase ordered - that would be a total of \$106 - How would you like to take care of that?”

OR, IF YOU GET AN OBJECTION

. USE “*FEEL, FELT, FOUND*”

“I know how you FEEL, I FELT the same way when, but what I FOUND was”
Using yourself, a sister consultant, or Director as an example to overcome the objection and follow it with, *“If it weren’t for that, what would keep you from getting started?”*

SPREAD THE WORD!



**There’s No Better Time
To RECRUIT!!**