

Relating Effectively to People and Handling Objections

~ 3 Keys to Remember about Relating to People:

1. Understand that people are dynamic (i.e. people change and are all not the same).
2. Accept the fact that you have a responsibility in each and every relationship.
3. Practice handling objections and relating better to people (i.e. taking action), and you will become so comfortable with the process that it will become as natural to you as breathing.

~ 6 Steps to Embrace in order Relate Better with People:

1. Constantly smile.
2. Maintain a positive attitude.
3. Engage people (i.e. take action).
4. Make the most out of everything.
 - a. Tell yourself, "I am making this [chance meeting, encounter, lunch] the best ever!"
5. Build up people's confidence level at every opportunity (i.e. build their self esteem).
6. Ask clarifying questions (i.e. get details).
7. Realize that people work from their perception of reality.

~ Our Goals as Network Builders are to:

- Search for people who are searching (i.e. take action).
- Attract "doers." (Would you rather learn from someone who is making \$10,000 or \$1,000?).
- Sort through the "suspects."
- Find the "prospects."
- Create relationships with your prospects.
- Build your business with your prospects.
- Realize that, from a certain perspective, we are all in "sales" in one form or another.
- Always under promise and over deliver ("Do or do not; there is not try." –Yoda)

~8 Keys to Effectively Handling Objections:

1. Take action!!!!
 - a. "Invite" or "Ask" someone something.
2. Listen (to the person)
3. Hear (the comment)
4. Understand (the objection)
5. Respond appropriately to the objection and stay in control.
6. Address the problem (i.e. ask clarifying questions) and do not attack the person objecting.
7. Practice, practice, practice! Practice daily!! This will help you handle objections naturally.
8. Don't confuse a business refusal with a personal rejection.
 - a. An Objection is-not-equal to a Rejection.

~An Objection means:

- Something is not completely understood.
- Someone needs to receive more information to make a better decision.
- Someone needs to send more information to the objector.

Putting the Steps into Action

There are three “gears” to remember when handling objections:

- 1st: Acknowledge that objection.
- 2nd: Neutralize that objection.
- 3rd: Hit overdrive and move past that objection.

1st Gear – here is how to acknowledge an objection:

1. I appreciate you telling me that.
2. Thank you sharing that with me.
3. I appreciate your honesty.
4. Hey, thank you for letting me know your feelings.
5. Wow, I like that answer.

2nd Gear – here is how to neutralize an objection:

1. “What do you think about that?”
2. “How do you feel about that?”
3. “If I would not have found the information I did on this company, I would feel the same way.”
4. “Help me understand here, why do you feel that way?”
5. “Help me out here, why do you think that way?”
6. “How long have you been a professional? Do you feel what you are doing is working well?”
7. “Tell me, how do you feel about that?”
8. “Well, tell me, what you are thinking?”
9. “Talk to me about that statement there.”
10. “Do you believe the Federal Government would allow illegal schemes to operate?”
11. “What are your thoughts?”
12. “What are your feelings?”
13. “Well, what are your ideas?”
14. “What is your profession? Do you feel there is a right and a wrong way to do what you do?”
15. “Will you share your thoughts with me?”
16. “Will you share your feelings with me?”
17. “Will you share your ideas with me?”
18. “Why do you think that way?”
19. “Well, why don’t you?”
20. “Why not just glance it over?”
21. “What if this is something you would be interested in and you did not take a look at it?”
22. “Well, what if this business is what you are looking for and you did not take a peek at it?”
23. “What if this company was a good fit for you and you did not at least glance at it?”
24. “What if this business makes sense for you to join and you don’t give it a chance?”
25. “Do you enjoy helping people achieve more success?”

3rd Gear – here is how to move past an objection:

1. “You know, that is precisely why you should make sure this business fits in your life.”
2. “You know, that is why you need to see if this venture makes sense to you.
3. “Well, that is exactly why you could take a closer look at this company.”
4. “Well, that is absolutely why this company should make perfect sense to you.”
5. “That is the reason why you need to look at this business.”

Examples

Objection: ...TIME...

The objection sounds like this:

“You know, I am too busy” or “I just don’t have the time”

1st Gear – Acknowledge:

“Thank you for telling me that.”

2nd Gear – Neutralize:

“Well, tell me how you feel about that?”

3rd Gear – Move Past it:

“Well, that is exactly why you could take a closer look at this company.”

Objection: ...INTEREST...

The objection sounds like this:

“Actually, I am not interested” or “It’s just not for me.”

1st Gear – Acknowledge:

“I appreciate you letting me know that up front.”

2nd Gear – Neutralize:

“Well, tell me how you feel about that?”

3rd Gear – Move Past it:

“Well, that is absolutely why this company should make perfect sense to you.”

Objection: ...MONEY...

The objection sounds like this:

“I don’t want to waste money on that” or “I have no money.”

1st Gear – Acknowledge:

“Thanks for your honesty.”

2nd Gear – Neutralize:

“Well, tell me how you feel about that?”

3rd Gear – Move Past it:

“That is the reason why you need to look at this business.”

Objection: ...LACK OF EXPERIENCE...

The objection sounds like this:

“I tried it once and I failed” or “I couldn’t make it work before.”

1st Gear – Acknowledge:

“Thank you for letting me know your feelings.”

2nd Gear – Neutralize:

“Well, tell me how you feel about that?”

3rd Gear – Move Past it:

“You know, that is why you need to see if this venture makes sense to you.”

Objection: ...PYRAMID SCHEME...

The objection sounds like this:

“Those types of deals are illegal” or “It sounds like a pyramid.”

1st Gear – Acknowledge:

“Wow, I like that answer.”

2nd Gear – Neutralize:

“Well, tell me how you feel about that?”

3rd Gear – Move Past it:

“You know, that is precisely why you should make sure this business fits in your life.”