

Objections - Price

You ever get tired of hearing prospects say: “Your product is too expensive” or
“I can get the same stuff at the store for a lot less”?

The product price objection is one of the most common objections you’ll get in network marketing. People need to understand that they are getting a higher quality product through a network marketing company than they do through retail or other distribution channels.

So, how would you like to know exactly what to say to overcome this objection?

I want you to understand something: Your ability to make money in any business depends on how effectively you answer this price objection. It’s very important you listen to and consult with three groups of individuals:

- (1) Your local support team,
- (2) The company management and
- (3) Your in-field leadership’s training.

With their help, a little homework and some practice you will learn what you must do to overcome this objection and how to do it naturally. You’ll be able to breeze past the price objection every time!

Every person who sells anything - sooner or later - is told that their product or service is too expensive. Now, unfortunately there are some products in the marketplace that are priced for a certain clientele; they really are too expensive and perhaps unfairly priced.

However, let’s focus for a second here: It is important to note that certain people think they can’t sell their own product just because they hear people say, “Your product is too expensive.” My goal is to help you find out how to overcome this price objection – so let’s get started...

Question: Is Your Product Too Expensive For Most Prospects?

Answer: Every product is too expensive until the price is justified and value understood.

If you were to simplify what your job really is - it would be that you are justifying your product’s price. And, naturally if we fail at justifying the price, clearly our prospect will not buy from us. If we succeed at justifying the price, our prospect will buy from us.

The process of justifying the price of a product means giving valid reasons why our prospect will benefit from using our product. Again, the process of justifying the price of a product means giving valid reasons why our prospect will benefit from using our product. Most importantly, we need to realize that we are only successful if the reasons are valuable to the prospect. Not to us; the prospect.

And how do you know if the justifications you’re giving to the prospect are valuable to them? Well, that’s simple. Either you guess (which is not that effective) or you just ask them, “Why would you want eat Xocai?” or “What benefits would you get by eating Xocai daily?”

Let me share my 4 step formula for social interactions:

1. Greet your prospect (socialize).
2. Find out what your prospect needs or wants (by asking questions).
3. Invite your prospect to look at something that will help them get what they need or want.
4. Socialize AGAIN!

Here a real life example: Suppose we sell an antioxidant that cost \$125 per month. Everyone knows you can buy antioxidant supplements at the drug store for \$25 a month. So, we need to justify the extra \$100 expense per month. If we do a good job of justifying it, our prospect will buy. If we don't, they will either: (a) Continue to buy their existing product (Status Quo) or (b) Buy an inferior product.

Step 1: After socializing with our prospect, finding out about them as a person, and if they do take supplements, we should simply ask them the following question: "Why do you want supplements?"

Now please realize this is just one example. This is an example so you understand the process. How you get on the discussion of supplements is up to you – there're many ways – be creative!

Step 2: In your conversation with the prospect find out, "Why do you take supplements?" They will most likely answer, "Because I don't eat very healthy" or "I want to make sure I am getting all the vitamins and minerals my body needs." With that feedback, we can now explain whatever justification we want as long as we keep coming back to the same reason which they themselves gave us – which is, "Because I don't eat very healthy" or "I want to make sure I am getting all the vitamins and minerals my body needs." Why do that? It's because that is what is valuable to our prospect.

Step 3: Get your prospect a tool – let the tool do the work. The less you say, the more your pay.

Step 4: Keep socializing – don't let the last thing you speak about be the tool.

Now, let's have a reality check here – we could explain certain features and benefits that don't apply to our prospect – thus confusing the prospect and not addressing their needs. For example, we could go off on a tangent and start explaining the importance of having pills that dissolve properly – because many pills don't dissolve properly. Thus, we would be illustrating to our prospect something else instead of addressing their concern. Or we could prematurely bring up income opportunities. Of course people take supplements because they don't eat very healthy and are concerned about getting enough daily nutrients. Surprised? No, because you would have predicted that response.

So, what's the point? The point is this: Whether you realize it or not, you are in the justification of price business. If you want to succeed, you better:

1. Learn the process,
2. Study – Read industry experts' opinion,
3. Visualize the business cycle,
4. Understand the strategic steps and
5. Practice the "movements" or solutions so they are natural and automatic.

You don't start justifying your price until you know why your prospects would want your product.

To learn more, listen to my recorded trainings at MyChocolatePod.com or AdamPaulGreen.com

Get Free Referrals for Your Business

So let me ask you: Do you want to easily get referrals?
How about turning those referrals into prospects?

Well, first you need to check or adjust your attitude. Is obtaining referrals a chore for you or a very enjoyable experience? Is it one you look forward to each day? It should be! I'm here to promise you that if you have a good attitude you'll be astounded at how easy it will be to get referrals from everyone you know.

If you want to learn how to get referrals from an expert – I suggest you buy a book – and I have a very good one for you. The book is called, “Endless Referrals” by Bob Burg.

Here are the four secrets you're going to discover in this book:

- How to walk into a roomful of strangers and walk out with referrals
- Terrific follow up techniques so you get referrals from people you meet
- How to get referrals from other peoples' “sphere of influence”
- How to get other people to offer referrals to you

Read this book, study it and learn from the principles and you will get continuous referrals and new business without sounding pushy or coming across as desperate.

The screenshot shows the Amazon.com product page for the book "Endless Referrals, Third Edition (Paperback)" by Bob Burg. The page includes the following information:

- Product Title:** Endless Referrals, Third Edition (Paperback)
- Author:** Bob Burg (Author) "The late Og Mandino was an extremely successful man..." (more)
- Key Phrases:** New York, Wall Street Journal, Bob Burg (more...)
- Customer Reviews:** 4.5 stars (160 customer reviews)
- Price:** List Price: \$18.96. Current Price: \$12.89 & eligible for FREE Super Saver Shipping on orders over \$25. Details
- Savings:** You Save: \$6.06 (32%)
- Availability:** In Stock. Ships from and sold by Amazon.com. Gift-wrap available.
- Shipping:** Want it delivered Monday, November 16? Order it in the next 2 hours and 9 minutes, and choose One-Day Shipping at checkout. Details
- Price History:** 29 new from \$10.25. 17 used from \$9.67
- Formats:**

Format	Amazon Price	New from	Used from
Paperback	\$11.96	\$3.18	\$0.01
Paperback, October 28, 2005	\$12.89	\$10.25	\$9.67
- Buttons:** Add to Shopping Cart, Add to Cart with FREE One-Day Shipping, Add to Wish List, Express Checkout with PayPal, More Buying Choices (46 used & new from \$9.67), Share with Friends.