

## Team Building Overcoming Objections with Questions

**Remember:** Objections are a positive. They are simply a request for more information. When they give you an objection, reply with "GREAT...I am so glad you felt you could be honest with me." Then use one of the appropriate questions! I bet you will throw them off guard and they will actually listen to you! My advice is to memorize some of the questions from each objection. If you haven't gotten that particular objection yet...YOU WILL if you talk to enough people. Make flash cards and have a friend quiz you and see how well you do.

1. **I don't have time.** Okay so I am hearing you share with me that you are busy. I am a busy person too and that's why I chose you. You see, busy people make the best Consultants. They are usually the most organized and get things done. I bet that as you move around all the time, you have lots of people around you with skin. I'll teach you how to hand them cards and they can be your customers. If I could teach you how to earn an extra \$100 per week—that's \$400 per month— and \$200 profit while only working 3 hours a week, could you find 1,2,or 3 hours? Or maybe 15 minutes here 30 minutes there? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

2. **I don't have any money.** Do you know 4 people that will allow you to borrow \$25 or 2 people will allow you to borrow \$50 or 10 who will loan \$10? Do you have a credit card? Do you know somebody who loves you with a credit card? If I could show you how to earn your \$100 back within 2 weeks, could you find someone to help you get started? If I can teach you a plan of how to turn that \$100 into \$1000 in 30 days, could you find \$100 somewhere? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try? If you think she's just saying she doesn't** If we could find you the \$100 (but she may already have the money), what would you do with the money you earn in the business? shop? save? travel? home renovations? childcare? a bill? etc.

**Another money approach,** "Susan, let me ask you. If your car broke down would you consider that an emergency? (wait for answer) Who would you ask to help you financially fix it? Do you consider not having \$100 at your disposal at any point an emergency? (Sometimes I say yes with her) Susan, you never want to not have \$100 readily available and that is definitely an emergency? Remember that's what you can aim for in your business to always put away for a rainy day and have cushion money as well as money to do other things important to you. How about this? Would you be willing to go to (name the person that she stated she would go to for help earlier) and ask (him/her) to help you in this emergency and share that beginning this business can help you do so much for your future and if (he/she) is willing to loan you the money to begin, you will work to repay it within 30 days? **Would you be willing to ask for help today so you can give this business a SIMPLE try?**

3. **I'm not the sales type.** Would you believe that probably 90% of the women who start Mary Kay are not the sales type? (yes) If I could teach you how to teach other women skincare and color cosmetics without being pushy, would you feel better about beginning your own business? Do you believe that women love to take care of their skin with great products? (yes) What was the first thing (I) (my Director) said before (I) (she) showed the sets at the class? (You're not under any obligation to buy a thing). Did you feel that (I) (she) was pushy? (they say no) Do you know that (I) (we) sold \$\_\_\_\_\_ in product at that class? Women love to shop! If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

4. **I don't know anybody.** Do you know two people who might be a practice face for you? (yes) I bet both of those people know 3-6 other people. If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn? Do you know that many of our most successful consultants didn't start with people they knew? If I can teach you how to meet people, would you be excited about a Mary Kay business? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

5. **I don't wear makeup.** Do you feel skin care is important? (yes—if she says no, you probably don't want to recruit her). Would you be surprised to learn that the majority of products we sell are skin care and body care, rather than makeup? Would you be surprised to learn that the majority of your Mary Kay income will come from women buying skin care and body care rather than make-up? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

6. **I need to talk to my husband.** What will your husband say? If she says....he'll say to do whatever I want. So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband? (Then set a time to call her back.) If she says....he won't want me to do it. May I make a suggestion? (sure) Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity—so after you order your kit, you'd like him to come to Orientation with you and get his opinion of the business as well. Then when you come to Orientation with my Mentor...both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? (Wait for her answer and then say...) Would you agree with me that we can pretty much get our husband's to let us do whatever we want as long as they know it is important to us? Just let him know this is important to you and share with him the financial benefits (Then set a time to call her back.)

7. **I don't think I'd like doing Mary Kay.** Let me ask you a question? (OR May I ask you a question?) If you WERE going to do something like Mary Kay, what would be your reason? Would it be to get out of the house? Would it be for money? Would it be for something that is just yours? (Wait for her answer—then say...) If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? (Then she'll start giving you her real objections & you can overcome them as outlined above)

8. **I'm to shy.** Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business & have done very well? Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND make you money in the process? Would it surprise you to know that most shy people are very sincere and sincerity is one of the best qualities a Mary Kay consultant can possess? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

9. **I know someone who did Mary Kay once and she didn't make any money/failed, etc.** Would you agree with me that there is probably someone in every single occupation on earth that hasn't done well while others did? (yes) So what makes you think you wouldn't do well? Would you agree that her lack of success might have more to do with her personal situation than with Mary Kay? Let me ask you a question. Have you ever worked with someone at your job who failed/quit? (yes) Did her quitting keep you from being successful at YOUR job, did it? (no) The same is true of Mary Kay. We each have our own opportunity. It is not dependent on others. **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

10. **If they give you a bunch of objections & a you can't get them to say yes or no.** (In a soft voice.) May I ask you ... question? (yes) Do you think you're just scared? (yes) Well, what's the very worst thing that could happen to you? (wait for her response...) then say...do you want to know what I think? (yes) I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life...does that scare you? I totally understand. I know how you feel, I felt that way myself, but here's what I've found. We're all scared when we start something new, but what's the worst thing that could happen to you? (wait for response) And what's the best thing that could happen to you? **IF SHE ANSWERS FAVORABLY ASK, If I could teach you to do what I do, would you be willing to give Mary Kay a SIMPLE try?**

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**Overcome objections...use Feel, Felt, Found method...ask questions to overcome objections...listen more than you talk! After overcoming each objection with a question, say "so what would keep you from getting started right now/ today?"**

After you overcome all objections, say...

Assuming you decided this is something you'd like to try, let me tell you what will happen from here so you'll get an idea of what to expect.

**The next step would be** to fill out your agreement and submit it for approval to my Director. Then we would get you scheduled for New Consultant Orientation. This will include an opportunity for her to discuss individually with you what you want from Mary Kay, and help you tailor it to your life, you schedule and your needs. There are no have to's, your Director is just there to show you what is available and support you in your business. Unless you have any more questions, it sounds to me like you are at the fun part, which is just deciding. Have you decided this is something you would like to try, or do you need more time to make your decision.

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If they say, "I think I want to do this....", you say, "Great. When is a good time today or tonight for me to swing by and pick up your agreement? (Pick up that day or evening, no exceptions!) If they say, "I need to think about it..." use the following:

A "GREAT" Method for Closing!

**"G" (Ask for a decision)**

Great...Take the time tonight that you need to make your decision.

**"R" (Minimize the decision)**

Remember, it's not brain surgery and don't make this a bigger decision than it really is.

**"E" (Explain your reason for asking)**

Even though I'd love to work with you, I won't pressure you to do Mary Kay. I only want to work with you if you really want to do this. I will, however, ask you to make a decision, because I hate to see you agonize over it. I would not want to become that "pesky" Mary Kay lady.

**"A" (Take away the pressure to say yes)**

After you have thought about it, if you decide to do this, I'm going to love working with you. If you decide not to, I'm going to love having you as a customer. Either way, we both win, so you just decide what is best for you. I'll call you tomorrow and find out what you have decided.

**"T" (Leave her with food for thought)**

Two things to consider...the very worst thing that will happen is that you will decide this is not for you and you'll be right where you are now (state current situation). You'll be able to say, "I tried that, but it wasn't for me", instead of wondering, what if ?

I'll call you tomorrow for your decision. When would be a good time to catch you tomorrow? Be sure to give me a call if you have any questions between now and then.

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