

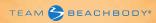
## **HOW TO OVERCOME OBJECTIONS**

If you get an objection during the <u>Customer 5-Step Invitation Process</u>, don't think it's the end of the road. Instead of taking prospetive customers off your list because they have an objection, use one of the sample messages below to offer a solution. You'll also want to continue building a relationship with them to establish trust. Review the <u>How to Build Relationships</u> document for tips. You never know, someone that initially has a strong objection might just turn out to be your best customer or Coach.

## **Claryfing Messages**

"Hmm ... I'm just not sure." Sound familiar? If you've got a prospect who's just not sure, you need to step in and help clarify their concerns. The best way to do this is to get them talking by asking clarifying questions. Use these scripts to help your prospect clear up the confusion, whether that's during the invitation process or anytime you're talking about Beachbody<sup>®</sup>.

| Objection Type          | Prospect Question/Objection   | Sample Response   |
|-------------------------|---|---|
| General Product/Program | So what is this Beachbody thing you are doing?  | Where should I begin? What do you want to know?   |
| General Product/Program | I know you are really in to that<br>P90X <sup>®</sup> workout, but I could never<br>do something like that. | What do you mean? What have you heard about the program?  |
| General Product/Program | Every time I've done that sort of thing it didn't work.   | Well, I would never want that to<br>happen. What hasn't worked for<br>you in the past? Why didn't it<br>work?   |
| General Product/Program | I'm not sure this is for me.  | Help me understand why you<br>don't think it's for you. What<br>kind of program do you think<br>would work for you?   |
| General Product/Program | I have tried some of those meal<br>replacement drinks and they taste<br>awful.                              | Well, I am confident that we can<br>find a recipe that you would<br>like. There are so many options<br>to choose from. What flavor has<br>the most appeal to you?                                   |
| General Product/Program | I just don't think I could do the<br>workout. I am too overweight and<br>out of shape.                      | I am confident that your weight<br>will not be a challenge and I can<br>show you programs that work<br>at all different fitness levels.<br>What kind of program would<br>you feel comfortable with? |

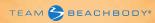


| Objection Type  | Prospect Question/Objection               | Sample Response  |
|-----------------|---|--|
| Time Commitment | I'm so busy I don't have time for myself. | Tell me more about what's going on. What makes it so hectic?   |
| Time Commitment | I don't want to over-commit myself.       | Sounds like you're busy. What<br>would the right balance look<br>like for you?   |
| Money           | I just can't afford it.                   | The only way you could feel<br>comfortable investing in this is<br>if you could feel absolutely<br>confident that you would get<br>greater value out than what you<br>put in. I understand that. What<br>would you need to see or<br>experience from Beachbody so<br>you could know if the value was<br>there? |
| Money           | I just can't afford it.                   | What made me give it a try was<br>the 30-day money-back<br>guarantee. I knew that if I didn't<br>like it, I would get my money<br>back. After 30 days, I felt so<br>much better. I knew it was<br>worth every penny. Does the<br>money-back guarantee change<br>anything for you?                              |

## **Additional Money Objection Responses:**

In addition to the suggestions above, here are additional ways to help your prospect move past their money objection using the "I don't know; all I know is..."or the "Feel, Felt, Found" methods.

| <b>Objection Response Method</b> | Sample Message   |
|----------------------------------|--|
| I don't know; all I know is      | I don't know about that. All I know is I wouldn't let money    |
| Option 1                         | be something that stops me. I have a few people enrolling      |
|                                  | as a Coach and making a list of people to invite to a          |
|                                  | Challenge Group. We invite their list of people and it only    |
|                                  | takes 3 or 4 people saying yes, and they can earn enough       |
|                                  | money to help cover the cost of their own Challenge Pack       |
|                                  | purchase. Does that sound like something you might want        |
|                                  | to try? It can't hurt to give it a try. Otherwise I can always |
|                                  | put you on my list for my next Challenge Group; what do        |
|                                  | you think?   |



| Objection Response Method                      | Sample Message   |
|--|--|
| I don't know; all I know is<br><i>Option 2</i> | I don't know about that. All I know is if I were serious<br>about (REPEAT THEIR NEEDS/WANTS FROM STEP 2), I'd<br>find a way to pull together the money. But don't let money<br>be your excuse! I know you're serious about doing this, let's<br>find a way to make it happen. Would you like to spend a<br>few minutes exploring how you can find the money you<br>need or do you want me to put you on my list for my next<br>Challenge Group, which will give you time to save some<br>money?  |
| Feel, Felt, Found                              | I totally understand how you feel; investing in anything<br>new can be a big decision. My friend, (NAME), felt the very<br>same way. She had no idea how she could pay for it until<br>she found out she could enroll as a Coach and earn money<br>by helping some of her friends take the challenge. We<br>invited 10 or 15 of her friends and with just 3 or 4 people<br>joining her in the Challenge, she was able to make enough<br>money to pay for her own Challenge Pack. It sounds like<br>you really want to do this and are just hesitant because of<br>the money. Why don't we do what I did with (NAME) and<br>help you earn enough money so you don't have to worry?<br>Sound like a plan? Who do you know that might be<br>interested? |

Remember, the key is to respond with a question to get more clarification. If you get an objection, don't jump to respond without truly understanding the real issue. When you ask questions for clarification, it shows you really care and you're sincere in wanting to offer the correct solution. Always remember that "intent" counts more than "technique." The more you help others succeed, the more likely it is that you will succeed. So choose and deliver your words with good intent, and let your technique develop through experience over time.

People don't care how much you know until they know how much you care.