



HOW TO OVERCOME THE TOP 10 MLM OBJECTIONS, INSTANTLY!

Sell More. Perform Better... Everyday!

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ARE YOU TIRED OF **GETTING NO** FROM PEOPLE?



**THIS PROGRAM WILL
TEACH YOU STEP-BY-
STEP HOW TO TURN A
NO INTO YES!**





Warning

If you were to ask me to create this exact program for you or your company, I would charge you \$15,000 + for what you're getting at \$19.95.

Through a special relationship with Eric Tippetts, you now have access to this one-of-a-kind, cutting-edge and proven training in this program.

Everything in this program has been tested 1000's of times and it has generated millions of dollars in sales for my clients and students.

Master what you're about to learn in this program and be amazed at how easy it is to move people from No to Yes!



Who Is This For?

Every MLM, home based business and industry has objections. A single document can't possibly address every single objection that each industry will get, however, this program covers the most common objections (time/money/interest), and it's specifically tailored to the health, wellness and weight loss industries.

In a few places, I've given examples that can be used in very different industries, however, it's really a simple matter of taking the strategy and language pattern and just tweaking it to your particular industry. (More specific examples, video and live training can be found at The Mind Authority Network: www.MLMRocketMind.com)

ENJOY!

**OK, LET'S GET
STARTED**





Objection Elimination

When it comes to growing your MLM/Home Based business you've probably already realized that your single biggest challenge is getting your prospect from No to Yes, right?

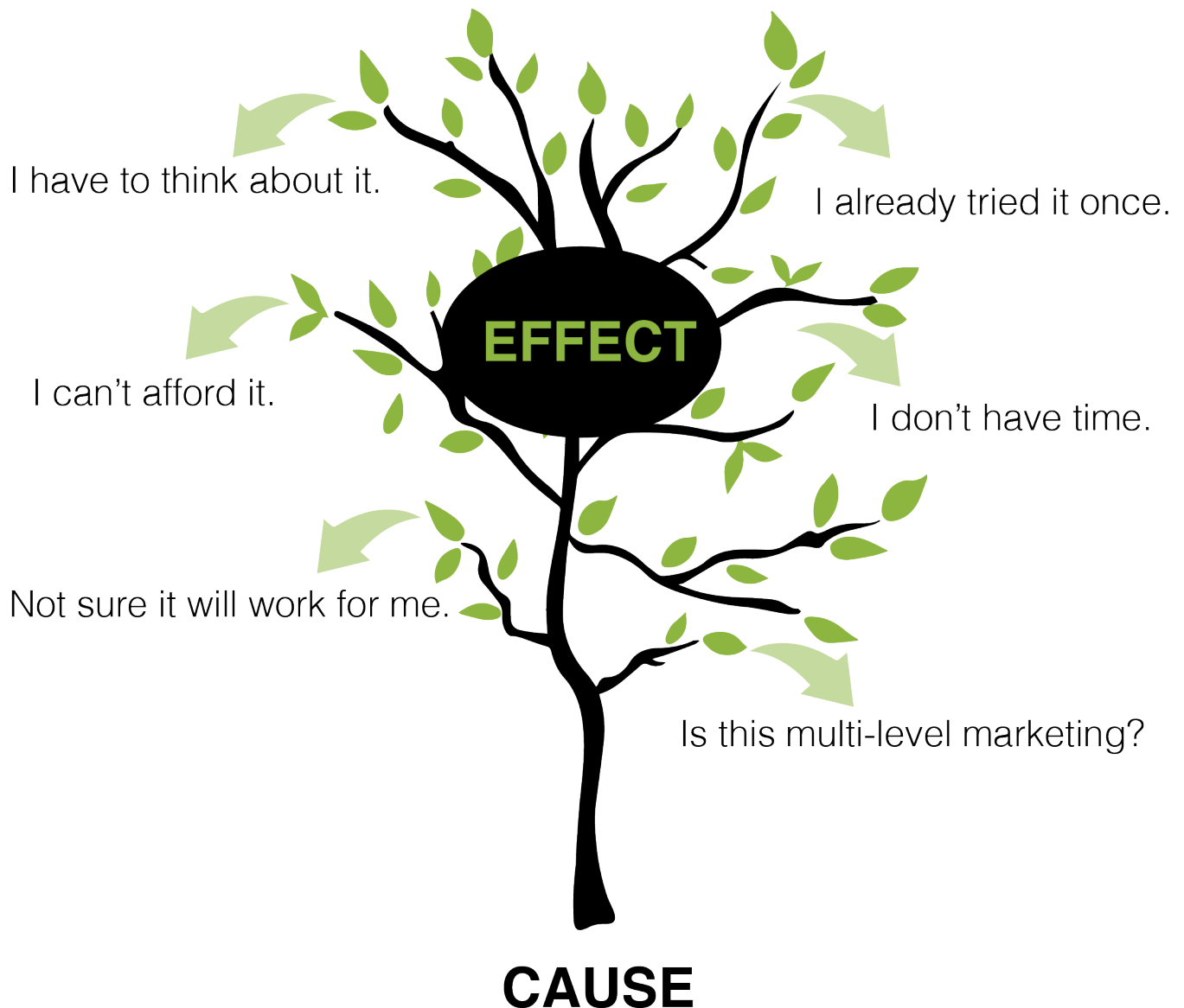
Imagine just how much easier it's going to be to grow your business when you know exactly what to say to your prospect to take their resistance from No to Yes.

As you're about to discover, it's easy to eliminate your prospect's NO when you stop responding to their objections and you start eliminating their objections.

To eliminate an objection you have to get underneath it, to the cause. When you eliminate the cause, the objection goes away.

What Is An Objection?

Objections are “Cause And Effect.”



NeuroPersuasion®

Objections are cause and effect. The cause is a belief and the effect is

resistance to your offer. To respond to the effect, as most people do, usually never works. This is why people still tell you NO when you're putting reason, rationality and logic right in front of them.

Example: When someone says, "I can't afford it," to justify the price (and respond) with something like, "Well, it simply replaces part of your current grocery bill," does not eliminate their base resistance.



"I can't afford it" is a belief and to change this belief you have to discover the source of it, reframe it, make it irrelevant, neutralize it, bind it or use a counter example to make it no longer relevant and true for your prospect.

In the coming pages you're going to learn the most advanced response to eliminating objections. When you master what you're about to learn in this program you're going to find that you'll eliminate over 90% of the NOs you get!

In This Program You'll Start **Eliminating...**

- 1.) “No”
- 2.) “I can't afford it.”
- 3.) “I'm just not sure it will work for me.”
- 4.) I have to think about it.”
- 5.) “I eat healthy and I don't need to lose any weight.”
- 6.) “I like to eat real food.”
- 7.) “I don't have the time.”
- 8.) “I tried it once and it didn't work.”
- 9.) “Is this multi-level marketing?”
- 10.) “Only people at the top make any money.”



How To Use These Powerful Strategies

How to use this information to close more business?

EASY...LEARN IT!

Step ① - Read this all the way through - several times.

Step ② - Pick two responses that “feel best” to each objection.

Step ③ - **PRACTICE, PRACTICE, PRACTICE** these responses. Imagine you get the objection and then respond...in the car, in the mirror, while folding laundry. PRACTICE your responses so they become automatic.

Step ④ - Cry all the way to the bank!





What “No” Means:

A strong and adamant “No” usually means no!

A soft (ambivalent, apprehensive, reluctant) no is generally an unspoken smoke screen for uncertainty.

**People don't act for one primary reason,
they're uncertain of an
outcome.**

IMPORTANT: *To get people to act, you have to remove their uncertainty!*



Demonstrating The Power Of Uncertainty:

Think back to a time in your past when something interested you, you liked the idea, you thought about it but you just didn't act.

The reason you didn't act is because you were UNCERTAIN of the outcome. You liked it but you weren't sure you could afford it or it would do what you needed it to do. Specifically, you were not sure you'd get the result you wanted, right?

Now, contrast this with when you are certain about something, it's easy for you to act, isn't it?

You have to remove your prospect's uncertainty or they won't budge.

Response #1

“[Their Name], **if you knew absolutely for certain** that (Your Company) could help you lose _____ pounds (achieve their objective) you’d get involved, wouldn’t you?” (weight)

“[Their Name], **if you knew absolutely for certain** that (Your Company) could help you make _____, you’d get involved, wouldn’t you?” (business opportunity)

“Great, you probably already know that we have a 100% money back guarantee on the program, so you can be certain that you’re either going to lose the weight or it’s going to cost you nothing. Either way, you win and have zero risk.” (No matter your industry, offering some sort of risk reversal is very helpful.)

(By asking this question with the exact words ‘**absolutely certain,**’ it forces a yes response to your question. Who would say “No, even if I was 100% certain I could lose 40 lbs I’d still not do it? TIP: 1 of 100 people will still say no. Do yourself a favor, move on!)

Response #2

(If you know them well, get to the source/cause of their no. **Every no has a “cause.”** In NLP, Neuro Linguistic Programming, we call this Eliciting the Convincer Strategy - digging for the cause below the answer.)

You **MUST** have rapport to ask this question. Ask in an inquisitive way, **NOT** a challenging way. (Make sure you are not challenging them with voice tone!)

ASK: If I can ask, what specifically is causing you to say no? (OR, “What specifically are you saying no to?”) (They are not saying no to everything, just some preconceived idea in their mind about your program/product.)

They’ll go to their exact reason with the way this question is asked or they’ll tell you their exact belief.

Now, when they answer you know exactly what you have to address.

Response #3

Instead of saying no, they might say “I’m not interested.”

This is a blanket, generic and many times an automatic response.

You can open and then challenge the response by eliciting and then binding them.

Them: “I’m not interested.”

You: **“What specifically are you not interested in?”** (Eliciting)

Them: (Their response) _____ .

You: Bind them to an outcome you KNOW they want. “You just said you’re not interested and you also just said you wanted to lose ____ pounds (OR their objective). I’m confused, you said you wanted to _____, I’m showing you how and now you’re saying you’re not interested. This doesn’t make sense.” (At this point they’ll probably confess their REAL objection.)

“I CAN’T AFFORD IT.”





What “I Can’t Afford It” Means:

It means that you have not established value, they don’t believe they need it or you’ve not made it important to them.

When something is important people will find the money or they’ll easily part with their money.

People ONLY do what’s important to them. If they don’t act, it’s simple, you’ve not made it important for them to act. The same applies to response. (People only respond when they think it’s important to respond. If prospects don’t return your calls, it’s because it’s not important for them to do so. If your call is a follow up and they do not respond, you did not establish REAL interest in your introduction of the program.) * People will “act” interested and say they are interested simply to be polite.

The best way to make something important to them is to make it about them, NOT about you growing your business. (This is a mind set shift for most people.)

Your Responses

1) If you could put a dollar amount on it, what would you say your health (or their objective specific to your offering) is worth? (Say this with a jovial tone. If they resist, kiddingly prompt them.)

(If they are in BAD health, you could say, “John, you said you’re already in bad health now. If you think you can’t afford to turn your health around now, how can you ever afford huge medical bills if your health gets worse?”)

Another possible response, “You said your health was worth _____ (most will say priceless or a huge number), and you’re not willing to invest \$_____ (insignificant amount relative to priceless) amount in yourself even when you have a 100% money back guarantee?” Example: “You just said your health is priceless, but you’re not willing to invest just \$500 to make sure you stay healthy?” (This question will bind / stump them, and it makes their resistance look foolish.)

2) “How many pounds would you have to lose to justify your investment?” (Plug in the value for your product. Financial Products: EG: How much more money would you have to lose to justify the smaller investment of X?)

(Asking the question this way has them think of the investment in a new way. Most people never equate exact dollars to exact pounds. When you do

this, it can make the investment appear insignificant.)

(This question causes them to quantify their thinking. Wait for answer, and then reverse it on them.) “So, if you could wave a magic wand and lose _____ pounds (what they said earlier), based on what you just said, would you invest _____ to lose that weight?”

Or, you can multiple the weekly product cost against weekly average weight loss and say something like, “You said you really wanted to lose X lbs, you’d spend \$100 to lose 10 lbs, would you not?”

(* Most overweight people would gladly pay \$1000+ if they could lose their excess weight.)

3) **“Has there ever been something you couldn’t afford that was so important that you knew you had to do it anyway?”** (weight) (The way you ask this question forces them to say yes. The leverage is in the words “so important.”

“Sooner or later most people come to the realization that it’s not really about the money, but it’s about taking care of their health, because you already know, no amount of money can buy back good health, right?”

4) **“It’s really not about _____, it’s about _____.”**

Go to a higher criteria. EG: “It’s really not about the money, it’s about (their higher want and objective.) EG: “It’s really not about (their objection), it’s about (their higher desire).”

5) **“Just suppose for a moment that you make your decision based on what your future income could be rather than what it is now.** After all, the fact that

you're here means you want to move beyond your current financial situation, right?" (for business opportunity seekers)

They will say yes to your question, you can then say, "As you already know, if you keep doing what you've been doing, you'll keep getting what you've been getting, right? So if your decision led you to a lot of future income, that would be a great decision, right?"

(The way you ask this, binds them. They cannot argue that they do not want to move past their current circumstances, and they only way to do that is for them to do something different. The objective is to show them there is more reward in doing something different than in not doing anything. Fear is stopping them. If you can remove this fear, you can move them!)

6) **"You've probably already realized if you pass up future opportunities based on current circumstances you'll always be in the same place in life, right."** ("How will your life change if you do nothing different?")

7) **"The fact that we're talking means** that you want your life to change, right? How can you expect your life to change if you keep doing exactly what has kept you overweight / broke / stuck (what they want to move away from)?"

(Consequence of Behavior/Bind. And, binding them to a truism. They can't \ argue with fact that if they keep passing on things nothing will change.)

8) **"You seem to like the product/program. What do you think would happen if you got involved even though you thought you couldn't afford it?"**

(You can use this if they affirm product and program but still don't act. Then,

assure them you'll help them. People will be more comfortable if they know they will be helped.)

They will say something like, “Well, I guess I’d lose the weight.” You can say, “There’s no guessing about it. When you do what I show you to do you WILL _____(lose weight/make money).”

Use this to also reaffirm the guarantee. You can then say something like, “You’ll lose weight and save money. You already know the program has a 100% guarantee, you lose the weight or it costs you nothing.”



**“I’M JUST NOT SURE
IT WILL WORK
FOR ME”**





What This Means:

Uncertainty rears its ugly head again.

OR

This may be a smoke screen for a different objection.

***MOST objections are a smoke screen for real reasons they are afraid or too embarrassed to tell you.**

Your Responses

1) "I initially said the same thing. **Let me ask you, what would cause you to**

say that?" (Listen. They'll tell you how they came to their thinking, which is their unconscious road map. You're eliciting with this question.)

"Well, you've heard the old phrase, there are no guarantees in life, right?"

"You already know there are no guarantees in life, but there is a guarantee with (Your Company). It's simple, you follow the program, lose weight and get healthy, or it's free!"

"We guarantee results if you guarantee you'll give (Your Company) an honest try. You do want to lose weight, do you not?" (They will say yes. You can then say, "Well, you said you were serious about losing weight, you know you have a 100% guarantee, so the only thing left to do is to get you enrolled.")

2) **"How will you know until you try?"** (They won't know until they try.)

3) **"How would your life be different if it did?"** (Elicits a positive answer.)

4) **"What if you're wrong?"** (Forces them to think they may be wrong.)

5) **"How many pounds do you have to lose to be convinced that it's working for you?"** (Forces them to quantify their thinking.)

6) **"If you lost ten pounds to start, would that be enough to convince you it's 'working for you?'"** (For most people, ten pounds is enough to convince them that "something is happening." And, if forces a yes answer from most people.)



**“I HAVE TO THINK
ABOUT IT.”**

What This Means:

It's a smoke screen. People never have to think about things as they'll generally not have any more information about the matter than they'll have when they are with you.

There are two reasons people say this, one, it's a smoke screen because they do not want to tell you no (people will be afraid to say no to your face - they'll just ignore your calls later), or secondly and more likely, it's because they want to make sure they are making a good decision. (People are afraid of making bad decisions. Bad decisions are pain for people, and we avoid pain, so by "thinking about it," we avoid action/pain.)

Your best strategy is to reinforce and ensure they are making a great decision. Consider how easy it is to act when you're relatively certain you're making a great decision.

Your Responses

1) "[Their Name], I understand completely, but for most of us it's not really that we have to think about it, it's that we want to make sure we're making a great decision. Let me ask you, what has to happen for you to be convinced that you're making a great decision?"

(With this exact wording you're eliciting their Convincer Strategy - how they

unconsciously make their decisions. Use this as your roadmap to convince them. They will tell you exactly what has to happen to convince them!)

They will tell you what they need to do, see or hear to know they are making a “great decision.” Reaffirm and reinforce that (Your Company) can deliver this and you’ll pretty much eliminate this objection. This is a GREAT place to use the guarantee.

2) **“What specifically do you have to think about?”** (This narrows down the entire spectrum of what could be holding them back.)

3) **“I understand. You want to think about it because you’re not yet convinced that it will work for you, right?”** (They will say yes.) What further information do you need to be convinced?” (By asking the question this way, you’re asking them to tell you exactly what they need to be convinced. When they answer; feed it back to them. That’s what convinces them.)

4) Bind them: **“It is important for you to lose weight (their objective), is it not?”** (They will say yes.) As you already know, you can think about it forever but thinking never burns the pounds off, does it?” OR, “You’ve thought about it for years, how many pounds have you lost by just thinking about it?”

**“I ALREADY EAT
HEALTHY AND I DON'T
NEED TO LOSE ANY
WEIGHT.”**





What This Means:

They think they don't need you.

They think they know more than what they probably know.

They may think they know more than you.

They think it's only about weight.

Your **ONLY** strategy - you **CANNOT** sell them on weight loss or even health, your only option is to take a counter position and show them how even though they live a healthy lifestyle, they are "missing" something that ViSalus offers.

Your Responses

1) "Great, the fact that you already eat healthy means that you know how important it is to take care of yourself. (They will self-nod to this statement.)

"That being said, you're probably going to immediately understand how the majority of food is grown in nutrient depleted fields." (This strokes their ego.)

"As you already know, our farm land, because of over farming and chemicals, is depleted of natural nutrients that our bodies need." (They will self nod yes.)

“So, even though you already eat healthy, (Your Company) can help supply the important nutrients that we need to stay healthy.”

2) “That’s great, because (Your Company) is not entirely about weight loss, it’s about nutritional health that leads to weight loss for those who need it and even better health for those who already eat healthy.”

“That’s great, because we’re not really about _____ (What they think your company is about), we’re really about _____. (What you know they really want/beyond what they are thinking.)”

*** Your strategy here, and the only way you’ll move them is to show them how (Your Company) can do something they want but don’t yet have. Also, the easiest way to get a person to change their mind is to get them to doubt what they believe or think they already know. The easiest way to do that is to offer a counter example (that refutes their belief) and then to offer a new option.

3) You can appeal to a higher criteria. Meaning, someone who eats healthy and is well might agree that there are experts or third party endorsements who know more than they do. When you can show them this, it invalidates their objections.

EG: “I totally understand, and as you would probably agree, world class athletes eat right and exercise, but they know their body needs more, that’s the reason (notables, experts, celebrities) use the product.”

EG: “I know that you just said _____, and you believe that to be true, but a new study/report just released by (a credible authority) has shown how that’s no longer true.”

**“I LIKE TO
EAT REAL
FOOD.”**



What This Means:

It's a smoke screen to avoid changing behavior.

Simply put - it's an EXCUSE.

Most "real food" is bad for people - processed / preservative / low in nutrients

Your only course of action is to have them realize that their "real food" is what got them to where they are. You can do this through binding them to the fact that the "real food" they now eat is what's making them want to talk to you in the first place.

Your Responses

1) "You mean the real food that got you x lbs over weight?" * You mean the real food that made you sick? (Stay silent after you ask. Let them answer. Do not ask this in a critical way. You must have rapport to use this pattern. However, they have zero ground to argue, but it is in fact their "real food" that has them wanting to lose weight.)

2) What do you consider real food? (They will tell you it's all the things they already eat. You now offer a counter example, "If real food were actually

good for people they'd not be over weight and we'd not have a national obesity epidemic. Real food is not what 95% of American's eat, it's 'food like' processed food. Real food is food that nourishes the body, it's not food that depletes the body and makes people over weight and unhealthy. So, would you rather now have real food that makes you healthy or the same old processed food that makes you feel bad and robs you of your health?)

(If they argue, you can say something like, "Mary, you already know that in life, we can't have our cake and eat it too. We can eat healthy and lose weight, or we can stay the same and stay over weight, there is no grey area for people who are serious.)





**“I DON’T HAVE THE
TIME”**

What This Means:

It's a smoke screen

OR

They are already overloaded chasing money/work

OR

They don't see how they can manage their lives plus (Your Company - business)

* This objection ONLY applies to business builders. To product users, it's an invalid objection because anyone can take three minutes to make a shake! If a user makes this comment, they are making excuses or are afraid to tell you no.

Your Responses

1) "I initially said the same thing, and then I realized that it's not really a matter of time, it's a matter of health." (This is a reframe of time.)

2) “I said the same thing and then I realized that I had to make time for great health now, or time for bad health later. Either way we all have to make time.

So, the question is really not about time, it’s about health.”

3) “The real question is not if we’re going to make time, but when we’re going to make time. We can make time for preventive health care now, or we can make time for bad health later. Either way, we’re going to make time.”

4) “If you don’t have time for great health now, have you thought about how you’ll make time for bad health later?” (This is a binding question.)

5) How much time do you think it takes to drink a shake? (Elicits their belief)

6) “You don’t have time to feel better?” (This is a bind)

7) “You don’t have the time to build financial security that will serve you the rest of your life?”(This is a bind)

8) “How much time do you think it takes?” (This is a qualifier - show how their answer is not accurate)

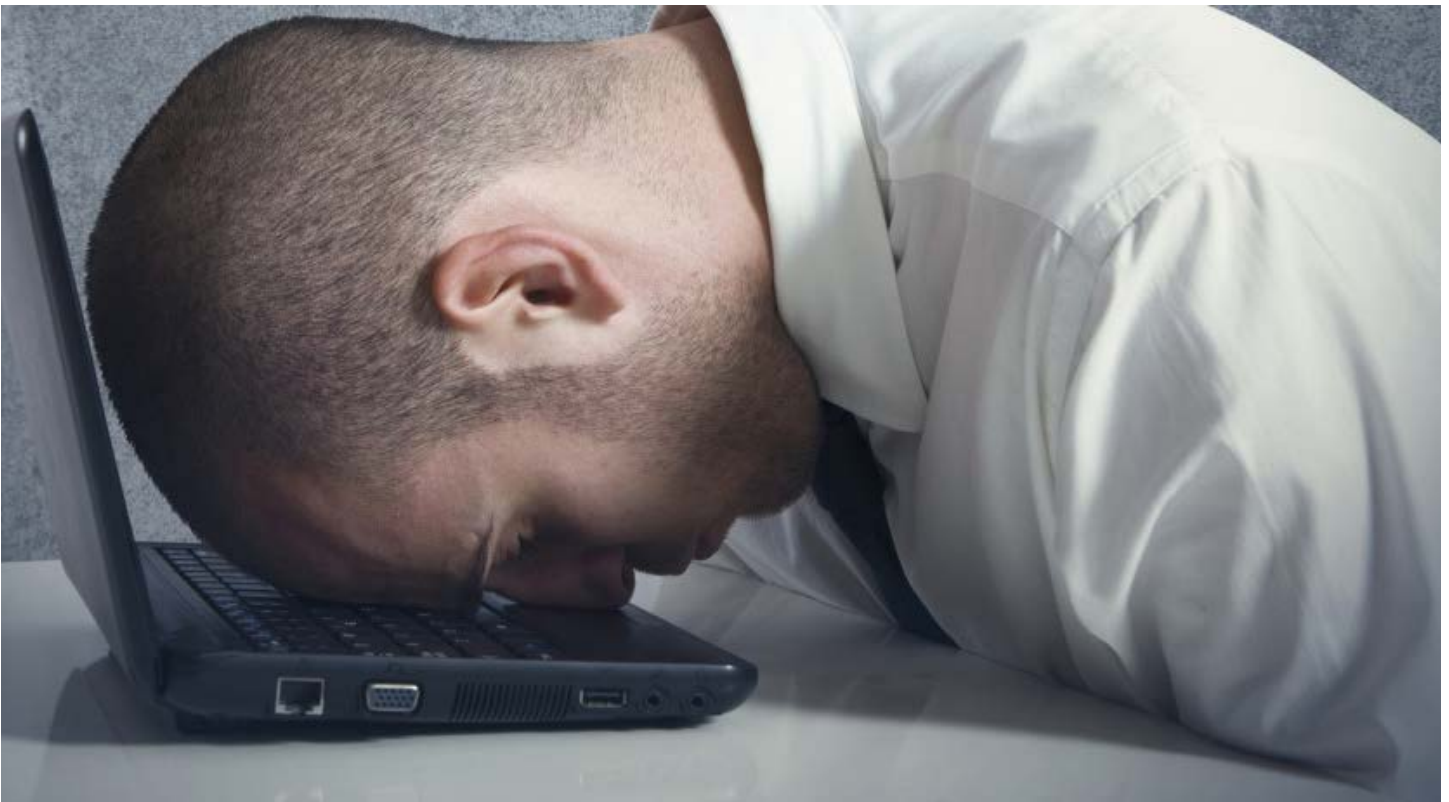
9) You don’t have three minutes? (If they say no, you can bind them and ask. “How much time did you spend watching TV this week,” or something you know MOST people waste time on.)

10) “It’s not a matter of time as most think, it’s really a matter of health. Most

people sacrifice their health for a perceived lack of time, and then find this sacrifice has costs them years of bad health and pain later.”

11) “Would you do it if you had the time?” (This will get to the real objection, as time might not be a real objection. When they say yes, you say, “Great, let’s figure out how I can help you make time. We all have 24 hrs a day and 100s of 1000s of people using (Your Company) said the same as you but they found time because their (health/money) was important to them.)

**“I TRIED IT ONCE AND
IT DIDN'T WORK.”**





What This Means:

Most likely it means they were not serious the first time.

OR

It probably means they didn't follow the program.

Your Responses

1) **“What specifically didn't work?”** (Pause and go silent. This will give you

an opening to lead them. With this wording you're asking them to pin-point with specificity. This alone will most likely lead to a confession that they did not follow the prescribed plan.)

2) **"The fact that you tried it the first time means you wanted to solve a weight (or particular) problem** (They cannot argue with this statement). Have you dropped your extra weight since you tried it the first time?" (If no, ask why and then show them how they need to do things differently or properly.)

3) "As you already know, (Your Company) has helped over (amount) people lose weight. I lost _____. 99% of the time not working has nothing to do with the product, it has everything to do with people not following the program. Did you use the program exactly as instructed? (Most will admit "No." Ask them if they REALLY want to lose the weight, get healthy, etc. Be

their solution.)

4) **"What didn't work?"** (Most people will fumble here because you're asking them to qualify something, and really, for most people, the reality is that they weren't serious and didn't follow through.)

5) **"What results would you have to see to be convinced that it works?"** (This will make them quantify results. Show them HOW to get the results they tell you they want.) You could follow with, "If you lost 10 lbs, would you then be convinced that you can get results?" (Forces a yes answer.)

6) "Are you confident enough in yourself to know that you can lose weight if you had the right program?" (Almost no one will say no to this question. Show them how (Your Company) IS the right program.)

“IS THIS MULTI-LEVEL MARKETING?”



What This Means:

They are buying into preconceived notions.

OR

They are looking for reasons not to act.

You ONLY have ONE option - make MLM irrelevant to results.

You have to make results out-weigh the marketing method.

Your Responses

1) “Yes it is, and is it more important that you lose weight or that it’s not MLM?” (This binds them and forces them to pick the higher value.)

If they say it matters, you can say, “So, even if (Your Company) could (big result), that doesn’t matter just because it’s MLM?”

EG: “So, even in (Your Company) could help you lose 50 lbs like it has 1000s of others, you’d not use the produce because it’s MLM?” (If they still say no, you can say something like, “Then you’re really not serious about losing weight.” (They can’t argue with this remark.)

You can further metaphorically say or bind them with, “What if there was a cure for cancer but it was promoted by a MLM. Do you think people who needed the cure would say no because it was a MLM? It’s not about MLM, it’s about the results, do you want to lose the weight or not?” (Binds them)

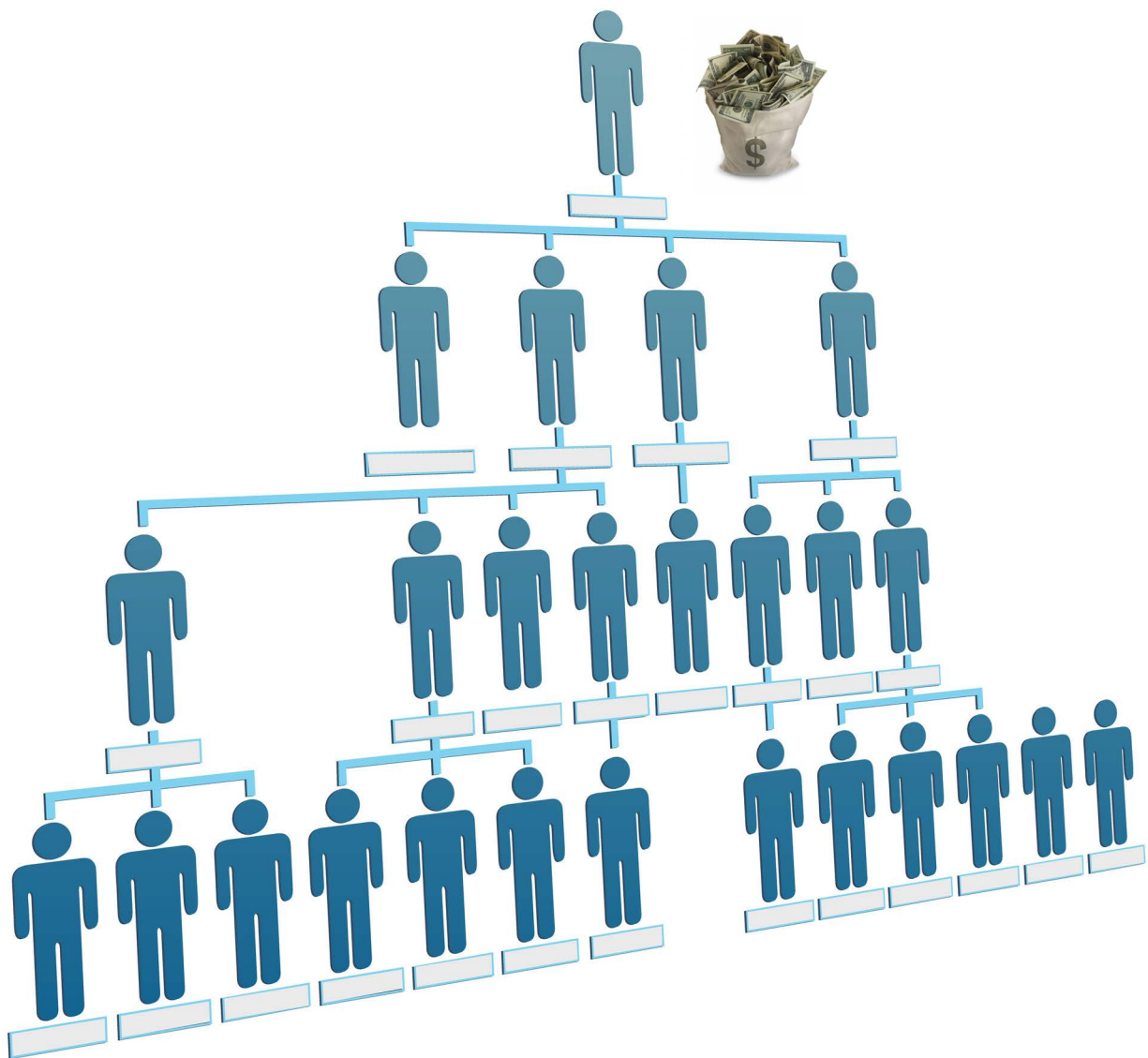
2) “You mean a pyramid where only people at the top make money? (They will say yes.) You say, “Absolutely, it’s a “pyramid just like every major corporation. Every company has a top, middle and bottom. I’m not at the top and I make \$_____, and I can show you how, too. Our company is a legal US Corporation.”

3) **Reverse answer: “Absolutely not. It’s a legal MLM company which is one of the largest and most successful in the US.”**

4) If you know them well you could say, “You’ve known me for X years, do you really think I’d not do my homework and do something stupid and illegal?”



“ONLY PEOPLE AT THE TOP MAKE ANY MONEY.”



What This Means:

It probably means one of two things:

One, they have been in MLM, they didn't do well (for any number of reasons), and they have formed this belief or...

Two, they know nothing about MLM.

Your Response

1) "The only ones to make money, what do you mean?" (This elicits cause of belief. Ask with a curious tone.)

2) "Really, what causes you to say that?" (Elicits cause of belief)

3) "I'm not at the top and I make money." (Counter example)

4) "Define top." (Has them qualify belief.)

5) "Some people say that until they realize that it's just not true. I'm not at the top, and I make good money. You're right, if you want to make millions,

only people at the top do that, and in every corporation, only people at the top make millions, so it's the same. If you want to make an extra few thousands dollars each and every month, that's easy, I can show you how you can do that.





**“TAKE OFF THE
GLOVES CLOSE”**

BE NICE. BE KIND....but, **TAKE CONTROL!**

Your Response

“Susan, you said you wanted to lose weight (Her objective). I’ve answered every concern/question you have. I’ve shown you exactly how countless 1000s of people (including myself) have done it.

“No matter what I say and do, you still say no despite the fact that you’re saying yes to weight loss (her objective).”

“Candidly, I could answer questions all day long but plain and simple, it comes down to ONE thing, you either want to lose weight or you don’t.”

“If you do, then let’s get you enrolled (or use your own words to suggest action), or you don’t and if that’s the case then I can’t help you.”

“Are you serious about losing weight (or making money) or not?”

BE QUIET - Let them answer. Silence on your part is control.

If they say yes - get them enrolled. If they say no - close the conversation.



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IMPORTANT: When you register for your free trial, you'll be asked for your company name/industry.

***Be CERTAIN to put MLM in that box.**

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