

# **Answering The Ten Most Common Objections**

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I learned how to build a multi-million dollar business by *“Keeping The Main Thing The Main Thing!”*—by focusing my efforts on how many times each day the Isagenix story was being told. Along the way I learned that most people “objected” to something on the way to saying, “Yes!” I also learned that “objections” were simply the prospect’s way to request more information. Once I understood that, I began to welcome objections because I saw “objections” as an opportunity to further the conversation.

It’s true. No matter how “objections” sounded to me, I remained gracious and positive. I listened, and I didn’t interrupt or assume I knew what my prospects were going to say. After I heard their “objection” I would ask a follow-up question. For example, if their “objection” was \_\_\_\_\_, I might ask, *Is there anything else besides \_\_\_\_\_ that would prevent you from getting started today?* That one additional follow-up question allowed me to dig a little deeper and uncover what might really be preventing them from becoming a product user or a team builder.

Then, when it was clear what they were asking, I would do my best to answer their questions. And because I wanted my prospects to feel heard and validated, I would usually use the “Feel, Felt, Found” approach as an outline: *I know how you feel. I felt the same way. This is what I found....* Once I had answered the individual “objection” I would ask if my answer made sense. Again, I would really listen, and if their question had been answered, I would ask *Is there any reason you wouldn’t want to get started on the road to health today?* or *Is there any reason you wouldn’t want to get started on the road to financial freedom today?*

The “objections” below and the corresponding answers are for training purposes only. Please review these for general thoughts and ideas on how you might respond. These are not scripts for you to memorize. Scripts work when both parties agree beforehand on exactly what they’re going to say; like actors following a movie script, or learning lines for a Broadway play. In the real world, we can’t always predict how people are going to respond. Still, the thoughts and ideas below have worked well for me. Become familiar with them and I believe they will serve you as well as they have served me.

Here are a few of my thoughts on, **Answering The Ten Most Common Objections.**

1. ***“I’m too busy.”*** *I understand how you feel. As a working mom with three active children, I felt exactly the same way. But then it hit me; I always found the time for the things I had to do and yet I never seemed to have the time for the things I wanted to do. I wanted more time with my family, but we also needed the income. And that’s why I got started. Because this is a residual income business, I saw it as the best option to give me back my time while it provided the income I needed. Let me show you what I mean... (Draw out the compensation plan.) Let’s do this together so we don’t ever have to say we are too busy again! You can also ask them what they would do if they had more free time. Your objective is to help them see their future with more free time. This is also a great time to share your story, or the story of someone you know. Let me share with you what happened for me...*

2. ***“Is this a Pyramid Scheme?”*** Before you answer, ask questions to really find out what they mean. Isagenix is a member of the Direct Selling Association and the DSA doesn't allow pyramid schemes. Isagenix is a Better Business Bureau (BBB) Accredited Business and has been awarded the highest BBB Rating of “A+” and the BBB doesn't allow pyramid schemes. Isagenix is also a member of the Chandler, AZ Chamber of Commerce and the Chamber of Commerce doesn't allow pyramid schemes. Unlike pyramid schemes, which usually don't offer a product and who pay people just for the recruiting of others, Isagenix compensates you on the products purchased throughout your entire team. Isagenix is just about as close to the exact opposite of a pyramid scheme as you can get because everyone has the same opportunity to reach the top. Education doesn't matter. Age doesn't matter. Race doesn't matter. Experience doesn't matter. With Isagenix, the only thing that matters is the effort you put in while you pursue the success you want.

3. ***“I don't want to make money off my friends.”*** Let me ask you a question. If you were to open a restaurant, gift shop, or any other traditional business, would you want your friends to know what you were doing? With Isagenix, you are starting a real health-based business. Now let me ask you this... Do you believe in word of mouth advertising? For example, have you ever recommended your new smart phone, a great movie, or that amazing vacation spot to your friends? (Keep asking questions where you know the answer will be, “Yes.” Soon they will understand this isn't what they thought it was.) If you put in the time, effort, and energy, Isagenix can provide you with long-term residual income for the rest of your life. Best of all, as your network of people who are using, loving, and recommending these products grows, so does your income. True, you're friends don't need to join you. But wouldn't it be great if they did? You could build a team together, travel together, and have more time to be friends.

4. ***“Is this like Amway, etc.?”*** Always ask, “What do you mean?” For example, they may actually be asking, “Is this a Pyramid Scheme?” and if they are, please refer to “objection” #2 on this document. If they are asking you how Isagenix compares to another Network Marketing company—never disparage the other company! You don't need to be the expert. Personally, I don't spend my time researching other companies; I spend my time researching my company. Again, questions are a great place to start. Ask them what they're looking for in a company. Often times they won't really know how to respond... So I share my story with them; what I was looking for and what I found with Isagenix. The billion-dollar trends of Weight Loss, Energy and Performance, Healthy Aging, and Wealth Creation offer something for everything from 18 to 80 and beyond! The sky is the limit with Isagenix! Remember, people need to hear you say this; they need to feel the passion in your voice! The other company doesn't matter. Let go of it. People buy you first.

5. ***“It costs too much.”*** This is a great place to redirect their thinking using questions, because people will pay whatever something costs if they truly believe it will give them what they want. Begin with these three questions: 1) *What are you currently eating?* 2) *How much per month are you currently spending on everything you're eating?* 3) *Have you ever wondered if what you're eating is doing something good for you or something bad to you?* After you have an idea where they're coming from, continue... *Isagenix is all about redirecting some of the money you're currently spending. You're going to be consuming the most nutrient-dense food on the planet. The President's Pak replaces 68 meals. We have a proven system to show you how to get your products paid for... We have daily pay and weekly pay. I would love to show you how this works.* Share the YOU+2, THEM+2, or Google: *Isagenix How To Get Your Products Paid For* and review the document together. Make sure they understand

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that Isagenix is all about redirecting some of the dollars already in their budget. Ask them, “Who do you know that would love to gain health and lose body fat with you? Let’s talk to them and share why you thought of them.” Remind them we’re simply going to ask the people they know and care about to take a look—we are the messenger, we just share the message. Show them how simple this can be using [ShareTheStoryNow.com](http://ShareTheStoryNow.com) and then offer your assistance.

6. **“I’m not a salesperson.”** Believe me, I know how you feel. As a former healthcare provider, I felt the same way. But I found I’d been sharing the things I loved with the people I cared about for years. And I’m not alone. It seems most people like to share what they love. Hair care products, good movies, or great restaurants are prime examples. Think about it like this: Would you rather have a billboard advertising your products, or 100 people singing your product’s praises? When you get our amazing products into your body, people will notice. It’s like you become a walking ambassador. And when people ask you, “What are you doing?” it’s easy to share your experience and show them how redirecting some of the money they’re already spending on food can get them the same amazing results.

7. **“I don’t know enough people.”** I understand how you feel. I felt the same way. But I found out I knew a lot more people than I originally thought. Let me ask you the same question I was asked: How many names could you come up with if I were to offer you \$100 per name? True, those people may or may not have an interest. But all I’m doing is asking them to take a look. No pressure. I am simply growing my team and creating healthier lives. And because we’re all so connected these days through social media, I’ve also come to appreciate that every one of the of the people we know also knows at least 50, or 100, or maybe even 500 people we’ve never met, and those connections could easily provide all the people you will ever need. Remember: it’s not who you know; it’s who you’re going to meet.

8. **“I don’t want to be on Autoship.”** I always share the benefits of autoship like this: I’m going to enroll you in Autoship because I want you to get the best deal. The enrollment fee is \$39; but when you enroll in autoship you automatically save \$10 and that’s just the beginning... Because from your first order onward, you will also receive the discounted “Rewards” prices available only to those on Autoship. Best of all you’ll have 30 days to experience these great products before your next Autoship. Your Autoship account is online, and you can adjust it, or simply cancel it, anytime you choose. Does that sound good? For more information, Google: Isagenix The Perks of Autoship.

9. **“What if I don’t like the taste?”** Before I got started, I wondered the same thing... But then I found out I could return anything I didn’t enjoy. Truthfully, I was willing to try just about anything if it would give me the results I wanted. However, I quickly discovered I loved these products, my children loved these products, and my friends loved these products too! Now I crave the taste because I love the results! Within the first few weeks I began to feel great. You know it’s funny, before I got started I thought this was all about drinking shakes—and I didn’t want to drink my food. But then I started following the system—replacing two meals a day and enjoying one healthy meal—and within a few short weeks I’d reached my goals. Then I adjusted my order to ensure I would never put that weight back on. My energy increased, I felt healthier, and following the system was so simple. For me, it’s was easy to explain the lifestyle, and making healthy choices, once I fell in love with the products.

10. ***“What if I don’t want to lose weight?”*** Although it’s true that 65% of North America is overweight, Isagenix isn’t about losing weight; Isagenix is about cleansing and replenishing the body. That’s why we offer solutions for Weight Loss, Energy & Performance, and Healthy Aging, not to mention my favorite solution—Wealth Creation. There are over 300,000+ people around the world who are using the products to enhance their health; to eliminate toxins and to replenish their body. Think about it like this: We have 100 trillion cells in our body that are both toxic and deficient. First, our products help to eliminate the toxins; it’s like taking a gentle shower on the inside. Then we flood the body with over 242 nutrients. Believe me your body will thank you! People who want to maintain their weight, or even add more lean muscle love Isagenix. Go to [Isagenixpodcast.com](http://Isagenixpodcast.com) and search “athletes.” Use this as a tool.

Asking people to get started today is more about the passion in your voice than the words you choose! Try to imagine the passion in my voice as I say these words... *Is there any reason why you wouldn’t want to get started today? Is there any reason why you wouldn’t want to start making money today? Let’s do this together and go to the top together. What would a few hundred extra dollars a week mean for your family? Listen and then respond... I can show you (or we can show you) how to earn that. Let’s go to [5Kin5weeks.com](http://5Kin5weeks.com) and look at that together. What would \$5,000 mean for your family? What would \$500 in the next week mean for your family? Let’s get you going today and do this together. Let’s get the products in your body and the money in your bank account. Remember, there is a 30 day money back guarantee.* If you haven’t done so already, show them how to get their products paid for: YOU+2, THEM+2. Show them the “tracks to run on” A.C.M.D.E. Associate. Consultant. Manager. Director. Executive. Repeat. Repeat!

In conclusion, remember “objections” are simply a request for more information. Over time I’ve found the more information I had access to the easier answering those “objections” became. Here are just a few of my favorite “more information” resources:

[isagenixpodcast.com](http://isagenixpodcast.com) (Search for just about anything)

[isagenixhealth.net](http://isagenixhealth.net) (Search for just about anything to do with our products)

[google.com](http://google.com) (Search for Isagenix + whatever you’re looking for)

[sharethestorynow.com](http://sharethestorynow.com) (Watch this over and over again to learn how to present)

[isamovie.com](http://isamovie.com) (Weight Loss, Energy & Performance, Healthy Aging, Wealth Creation)

[everyonestartshere.com](http://everyonestartshere.com) (Our team’s “Getting Started” website)

YOU+2, THEM+2 video: [youtube.com/watch?v=Ncp8Xiv52DA](http://youtube.com/watch?v=Ncp8Xiv52DA)

How to Earn Money Compensation Plan: [youtube.com/watch?v=LAXfvNZdapo](http://youtube.com/watch?v=LAXfvNZdapo)