

WINNING

— BY —

OVERCOMING OBJECTIONS

DON REID
▶ **APACHE LEADS**
LEADS FOR YOUR HOME BUSINESS

WINNING BY OVERCOMING OBJECTIONS

DON REID

Compiled by
Don Reid

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WELCOME

My name is Don Reid and I was first involved with Network Marketing in 1992 when a stranger approached me and “showed me the plan”. Yes I joined Amway. In those days finding prospects was a matter of going to trade shows and prospecting or working through the lists which my downline built.

Buying leads was unknown to me and was probably not even possible.

Later on around 2002 I used the power of email and leads to rapidly build a diamond level business in Life Force.

I’m not involved in any MLM / Network Marketing business anymore as I believe it could conflict with my owning a leads company (Apache Leads)

Even though the methods of finding prospects may have changed over the years, one thing will always be the same; Objections.



Yes you can count on it that when you are actively contacting leads and sharing your business opportunity you are going to run into many objections. Of course, after a time you will see a pattern and will hear the same ones come up again and again.

If you fail to learn how to handle objections you are condemning yourself to a very hard and slow business building career, it will take years longer than it should. In fact objections and the rejection which nearly always follows when an objection is not handled is the number 1 reason most networkers quit and fail.

Fear is a very strong motivation. Fear of failure, fear of rejection can both be traced back to the inability to handle objections.

In no time the fear of failure becomes a reality as the networker gives up building the business and quits.

No one wants that, everyone joins a networking business because they do want success, wealth, friends, admiration, status etc. No one wants to quit and fail.

WHAT IS AN OBJECTION?



WHAT IS AN OBJECTION?

Most people see an objection as a personal criticism or even an attack. Of course, no one enjoys being attacked or criticized so it hurts and we tend to lose any semblance of professionalism and shy away or even launch a counter attack like “well at least I’m trying to make a change in my life”

Mishandling the objection never leads to a positive experience.

Most often an objection is a disguise humans employ to learn more.

THE SOLUTION

If you read and apply what I've written which has been derived from years of experience you will be able to handle every objection ever put to you and turn each one into a winning situation. If you have a partner or associate you could get some practice with each other. Take turns stating objections and handling them. In a short time you will be very comfortable and able to move much faster toward your success.

The industry you are in is called Network Marketing or Multi Level Marketing and as you will notice both industry names have the word marketing. Your business is in the marketing industry. Not everyone has been a sales person, sales representative or marketing guru so there are often some things that those without previous marketing experience need to learn in order to become good at sponsoring (recruiting) in the Network Marketing Industry.

Questions and objections are an unavoidable part of the sponsoring process. Rather than fretting and being scared of them like many networkers , you really should be prepared for them and be excited when you get objections because often it is a good sign that the lead or prospect is thinking seriously about what you are saying.

Of course, there are those that will be trying to find a reason not to get involved. Guess what? That's fine; you want that type of person to quickly disqualify themselves so you can move onto the next prospect with the minimum of your time being wasted.

At this time it should be remembered or recognized that when you are talking with a prospect or lead, you primarily want to determine if they are the right type of person to be in your business. Very quickly the questions they ask or the objections they raise will give you the answer.



It is not the point to sponsor the most people; the point is to sponsor the best people!

Think back to any time you made a purchase or an investment or even back to when your sponsor presented you with the business opportunity you are currently engaged in. You can probably remember some of the questions you asked. It's simply part of the human process to want to feel sure before getting involved in something new.

After a while you will gather enough experience to find you hear the same questions and objections over and over. Your responses will become so practiced that you will hardly need to think about them as they roll effortlessly off your tongue. In fact, within minutes, if not seconds, you will be able to recognize if a prospect is really someone you want in your business or not.

Following are some of the most common questions and objections which you will come up against during your prospecting. The ability to respond to them in a confident and professional manner will be sure to increase your sponsoring rate and assist in growing your business measurably.

MASTER OBJECTIONS AND YOUR SUCCESS WILL BE ASSURED



Ok, here we go, first one up is...

QUESTION: HOW MUCH IS THIS GOING TO COST?

When you hear this question you are very likely presenting to someone who has no idea about how business works and maybe they are not a good fit. You should take this question as a warning and be on the lookout for more “worker bee” clues. By worker bee I mean this person may be one of those people content to have a job for the rest of their lives. You may need to search deeper for their dreams and goals and see if they really want them or would they prefer to be at home watching TV.

Any business person knows that to make money you need to invest money first. Here’s an example. Now we all know that McDonalds do not make the best burgers in the world but they probably sell the most. Most people would probably like to own a franchise and reap the plentiful rewards that come from such a business. Surely no one would think McDonalds just give them away without first requiring an investment and training.

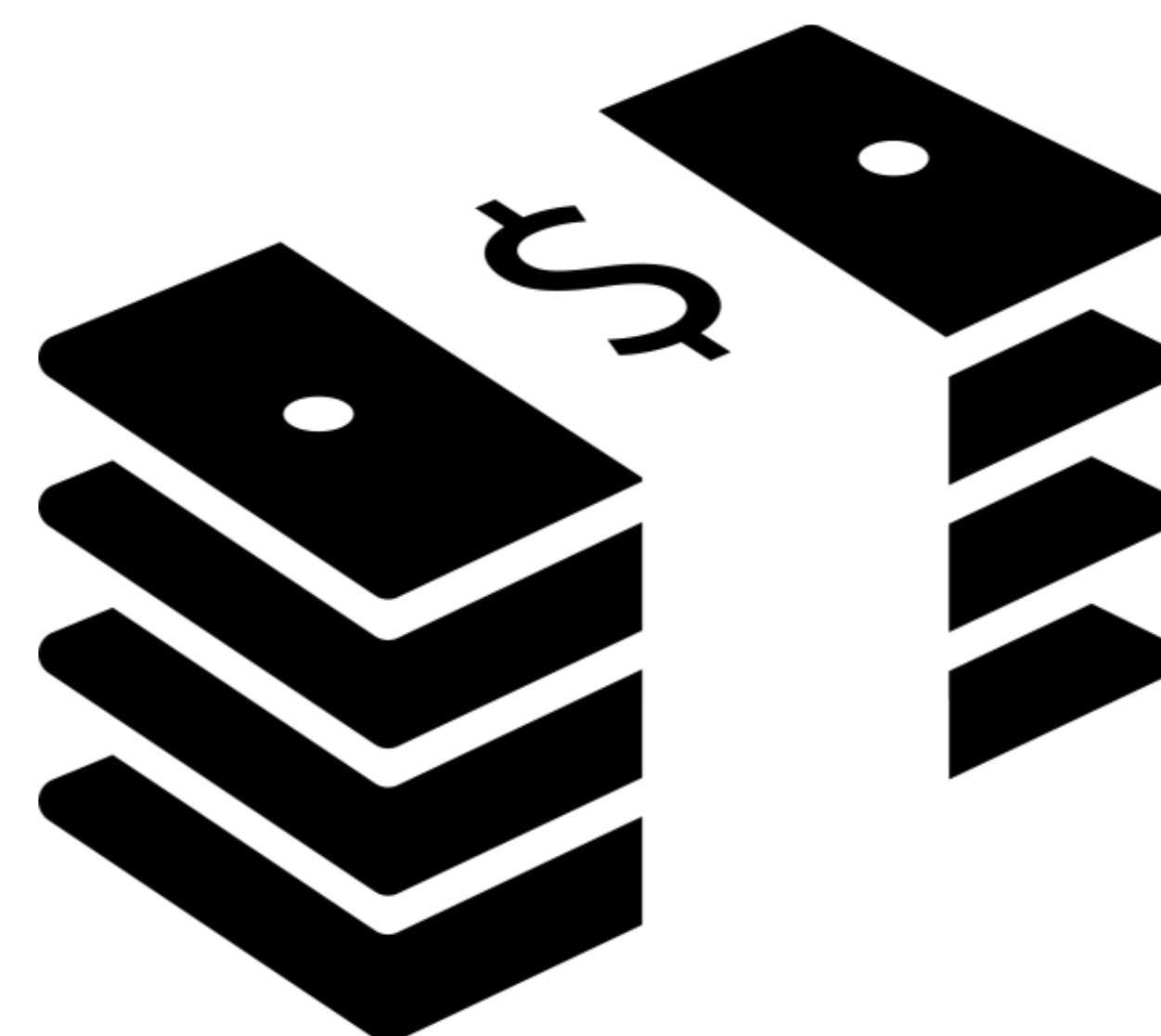
In fact to purchase a McDonalds franchise will cost well over a million dollars. In addition, franchise applicants are interviewed and investigated to ensure they are a good fit for the McDonalds system. A little like what you are doing with your prospect.

Back to your prospects question; what is what going to cost? The product? Seminars? Travel? Leads? Who knows, only time will tell.

The prospect at this point is unlikely to know much about the business so it's hard to even quantify what the costs would be , so really the best way to respond at this point is to say:

Response: "It's not about cost, it's about making money "

This of course should be said with a smile in a positive and enthusiastic manner .



QUESTION: HOW MUCH ARE YOU MAKING?

When you hear this question you should be delighted as it is, generally, a good indication that the prospect is quite interested and wants to gauge their chances of success by learning how you are doing.

Of course, as we know, this is not really a good indicator for them as the opportunity is equal for everybody. What I mean by that is it's up to the individual how successful they will be in the business. If they stay home every night watching TV they are unlikely to make as much money as someone out doing presentations each night.

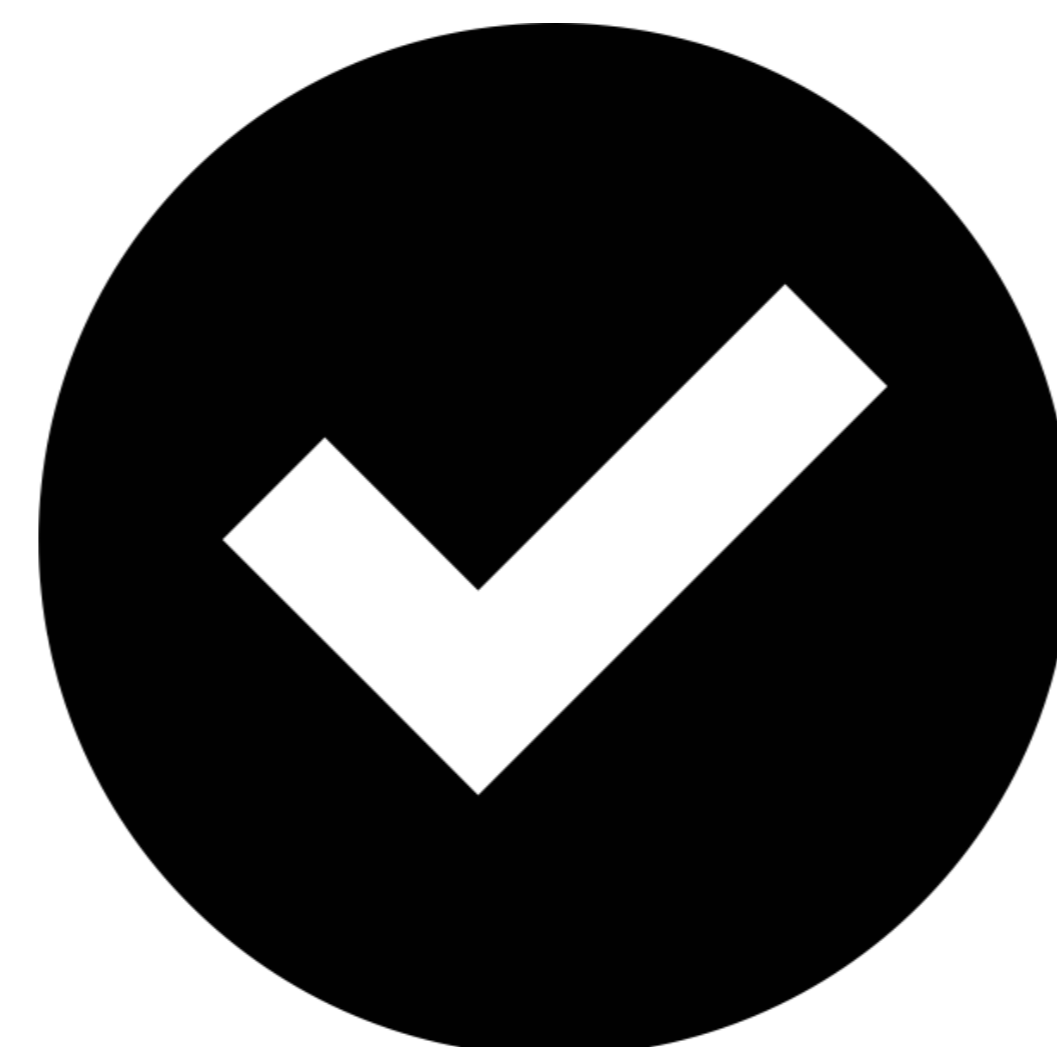
You might be making \$200 a month or \$200,000 a month it's not going to have much determination on what they might earn per month. You might have been in the business for years or you might have only been in for a week, once again, it's not going to have much effect on their success.

A saying I like to recite to myself which seems applicable at this point is “if it is to be, it’s up to me”

Network marketing really is up to the individual, that my friend is the good and the bad news.

Response: “It’s not about how much I make, it’s about how much you’re going to make”

Once again say it with a smile and enthusiasm. The response puts the focus back on the prospect and a good one will be satisfied enough to allow you to move onto the next step of your presentation.



OBJECTION

“I need to think it over”



OBJECTION: I NEED TO THINK IT OVER

As an active networker you are going to come across this objection quite frequently and most commonly at the end of your presentation. You should by that time have a pretty good handle on the prospect and should be able to sense if he genuinely wants more time to assess the opportunity or if he is using it as a way to say no without manning up.

Often people do actually need more time to take on board what you have said, because in all fairness, it's probably quite a lot to process.

A good way to handle this objection is to go over the reasons they have given you for wanting a business in the first place by saying something along these lines:



Response: John, you shared with me (repeat back the problems in his life he hopes a business will solve) and I've shared this opportunity with you which can solve those problems. What is there really to think about?

The point of the response is to draw out any further questions and objections the prospect has been holding back. Do not be surprised if the response does exactly that. Handle them honestly and quickly and finish each one by asking are there any more questions.

Once they become silent or indicate they have no further questions you could smile and say

"OK, let's go ahead and get you started right now. "

If they then say, “no I need more time to think about it” they are either still holding out on an objection or they simply do need more time to assess the opportunity. Your gut feel will probably guide you on this and you could go back to listing their problems again.

Alternatively if you feel they really do need some more time, look at them in the eye and say:

“John, how about you take a couple of days to go through the information I gave you carefully. Then we can get together again (set time and date). When you come on board I want you to be excited and committed about your future. If you have any questions which come up between now and then give me a call.”

OBJECTION

“I will have to ask my wife first”



OBJECTION: I WILL HAVE TO ASK MY WIFE FIRST

I have to be careful here not to sound offensive and maybe even sexist but when I hear this objection I want to cringe. I have to assume this guy is never going to be a leader. Secondly I mentally slap myself for not having ensured I did my presentation to both partners in the relationship at the same time. By not doing so it allows this easy objection from the prospect.

There are slick ways to handle this objection and in some cases they will be effective however, in my experience this prospect is very unlikely to be a success in the business. It's your call and if you decide to press on regardless then here is a response which will be effective most times.

Response: Did You Have To Ask Your Wife About The Job Which Is Keeping You Broke?

DO NOT SAY A WORD! You must be silent and look at the prospect. This is very important. Wait for the prospect to speak first no matter how long it takes. It might be as long as 15 seconds which will seem like an eternity but hang in there, he will speak eventually.

If the guy mans up he will sigh and say something like "Yeah, you're right, let's get started"

If he still insists he needs to ask his wife then you can either go for an appointment to meet at their home and show both of them either the presentation, or you can let him go.

A good way to make the determination is to take the opportunity away from him by saying **“That’s OK John, I’m only looking for enthusiastic, motivated leaders right now so I’m going to let you go, thanks for your time”**

If he lets you go, he saved you a lot of time and trouble by disqualifying himself. If he mans up and says “no, hang on” then go ahead and sponsor him.

OBJECTION

“I like to give everything I do 100% so I don’t think I have time for this”



OBJECTION: I LIKE TO GIVE EVERYTHING I DO 100% SO I DON'T THINK I HAVE TIME FOR THIS

This is a classic objection and only ever given by people (in my experience) who are clearly broke and spend 100% of their time doing pretty much nothing. You can guarantee they spend most nights in front of the TV set giving it, 100% of their attention. It's a good thing to make it a goal to aim higher for prospects who understand that to achieve anything they must put in some effort.

Response: "That's great to hear John, we're looking for enthusiastic and motivated people and the good news is we are not asking for 100% of your time. Just a few hours per week. Do you think you could possibly rearrange a few things in your life to find a couple of hours per week to build this business to achieve your goals and dreams or are you just too busy being broke?"



Yes it's a hard hitting question but this is your time and effort he is going to be using and you don't want it wasted, you need to find out if this guy is a thumb sucker or worth the effort.

Once again, be silent and wait for them to answer.

Their answer is important and will be the decider if you let them go right now and save yourself time and effort or if you go a little further with them. I have found that sometimes this objection is given by people who understand the opportunity and think it could actually work for them but they just never wanted to be a networker, so some people can be turned into great people in your business at this point. It all depends on their response right now.

If they repeat that no they just don't have time then let them go. On the other hand they might come back with, yes; I think I can rearrange a few things... Sponsor them?



GROW YOUR BUSINESS THE FAST WAY:

Now that you're armed with some of the best responses to the most common questions and objections you will be confronted with when presenting your business to a prospect, you need to consider just how do you meet people?

How do you get a list of people that are interested in learning about your business?

Well that's where Apache Leads comes in. We have been providing leads to Network Marketers since 2002. One of the things which make us an obvious choice for networkers is our huge range of leads. Not only do we cater to all budgets we have a truly vast range of leads from the U.S.A., Australia, Canada and the United Kingdom.

Plus! Your investment in leads when you purchase from Apache Leads (www.Apacheleads.com) is **Risk Free!** That's because we have a No Bad Leads Guarantee. You really have everything to gain and nothing to lose.



Right now, you can receive an instant discount coupon on all leads we offer, simply by joining our mailing list. Our subscribers enjoy many benefits including secret subscriber only discounts on a very regular basis.

So, don't delay your success any longer, come and visit our site right now

www.Apacheleads.com

We trust you have enjoyed and benefitted from this free report and hope you will pass it along to your business associates so they may also reap the rewards.

Best wishes for the future

A blue, handwritten signature that appears to be "D. Reid" with a stylized flourish at the end.

Don Reid
Founder
Apache Leads