

Overcoming Obstacles

Self Assess:

- 1) What do you want?
- 2) When do you want it?
- 3) What are you willing to do to make it happen?

Do your excuses get in the way of your success?

- No time
- No money
- Lack of knowledge
- Family obligations
- Fear of failure
- Fear of Rejection
- Objections
- Negative self-talk
- Procrastination
- Distractions (AKA Drama)

If you WHY is strong enough, the HOW to will come, Jackie Beavers, NMD 100 Club

Is your WHY greater than all your excuses?

You don't need to buy any of the excuses, if you want this business to help you design your life, you will prioritize it, overcome your fears and become confident in yourself and the handling of rejections and objections. The sooner you learn to discipline your disappointments and realize this isn't about you, the faster you will grow your business.

We have 2 objectives:

- 1) Determine do THEY think they have a need?
- 2) Are THEY ready to do something about it?

If the answer is "NO" to either of those questions, it doesn't matter if you can sell ice to an Eskimo, you are not going to sell them Juice Plus+, because they aren't ready!

Be realistic, you will get "NOs". The only difference between a brand new distributor and an NMD, NMDs have had more "NOs"!

Guidelines for Mastering the Objection Cycle:

- Do not be defensive – smile and take a deep breath instead!
- Ask questions and listen to the answers.
- Do not "tell" your prospect anything in response to their question or objection, until they have given you permission.
- Plan your follow-up questions.
- Try to get to the real objection.
- See if they truly have a VALUE for better nutrition; people pay for what they value (i.e. Starbucks)

Common Objections and potential questions that can be asked:

❖ It costs too much, or I can't afford it

- In comparison to what? I understand, I worried about an added expense when I started taking JP+ too. Here's what I have found...
- If you could afford it, would you want to try it?
- If I could show you a way to pay for your product, would you be open to learning more?

❖ I already eat healthy (or I eat enough fruits and veggies)

- I'm impressed! How do you do it? Tell me more about what you are getting into your diet? Where do you shop? I'm going to need your help teaching others to do the same! So nice to talk to someone who values food and what we are feeding our families, you will really enjoy and appreciate this information.
- If I have the placemat handy, I then ask them if we can explore this a little further. We go through the list and ask them which ones did they get today? Yesterday? Daily? Etc.

❖ I will have to ask my doctor if I can take it

- Who's your doc and how long have you gone to them?
- Tell me about the nutritional advice that he/she has given to you?
- What type of foods do they encourage you to eat? What do you think their response would be about consuming more fruits and veggies?

❖ I already take _____ (different vitamin/supplements, etc) / I'm happy with _____

- Oh, what supplement choices do you make? How did you make that choice?
- How long have you been taking them?
- What benefits have you received from adding them to your diet?
- Who introduced you to them and where do they come from?
- THEN...Do you have clinical research that we can take a look at together?

❖ I just don't believe it! How can they get all of those fruits and veggies in a capsule?

- So amazing isn't it? I'm so glad that I didn't let that stop me from taking a closer look. Do you have a couple of minutes so that we can take a look at an 11 minute video that might answer your questions about the process?
- I never realized that fruits and vegetables were so full of water. It's like the human body. If you were to dehydrate me, I would fit in a cup – same with F&V. Well if I can prove it to you, would you like to learn more?
- If I can show you the sound, gold standard research that has been conducted on people eating JP would you like to take a closer look?

❖ It sounds good but I will have to talk to my husband (spouse).

- That's a great idea. Tell me what response you are expecting?
- Would you like me to help you think through how best to present it to them?
- OK – well if they are on board and OK with you getting started will you be ready to get your first box of JP?

❖ I think I'll just try eating right first

- That's GREAT! Tell me what changes you will make based on what you learned ?
- How many fruits and vegetables do you think that you might include?
- How many do you think that you need?
- What benefits do you think you will receive by eating healthier? Is that important to you?

❖ **I hate taking pills**

- Why? Is that the only reason that you don't want to try JP?
- If I can teach you a way of getting your JP without swallowing the capsule, would that help?; Would you want to look at our gummie option?
- I'm curious, what will you do if you have to take medication some day? Would you rather practice with prevention?

❖ **It's not organic**

- Don't you wish that we could easily get all organic food? Would you like to know why this can't be labeled organic? (it's because the capsule portion can not be organic, by law you have to assess organic by weight; the capsule outweighs the powders and therefore doesn't meet the labeling requirements).
- What are the important aspects of organic food to you?
- If I could show you how the product is pesticide, herbicide and contaminant free and validated from a third party, would you be open to learning more?

❖ **My pediatrician told me there is too much vitamin A in Juice Plus.**

- How did he/she come up with that information?
- What information did you give to them?
- Do they understand it's in the form of beta carotene, which is not toxic to the body in larger doses like vitamin A can be?
- Have they reviewed the research?
- If your pediatrician was not concerned, would you want to try JP?

Objections by current customers canceling orders:

❖ **The product isn't doing anything for me**

- Why did you start taking JP?
- What results were you expecting?
- Did you take it faithfully – daily?

❖ **This is giving me too much gas**

First of all this is a customer care issue. You should have:

#1 – Prepared them for their potential detox

#2 – Been in touch with them frequently during their first box to educate them through any detox issues

- Why do you think it's causing so much gas?
- Are you willing to work through this issue, because I can help?

❖ **Can't get my son/daughter to take these – too much of a hassle**

This is so common. It's hard to break family habits and not taking JP falls right into line with bad habits. I recommend that you take the Children's Health Study very seriously. If you are unsure of the new customer, get them taking JP first; you can add the child within the first 30 days. Again, a customer care issue during their first box. If you are in touch, you will be aware of their struggle and be able to offer suggestions.

- What do you do when the doctor asks them to take a medicine to get healthy? Do you make sure they take it? This is like mother nature's medicine, I like to make sure they take it.
- Have you given them options: swallow the capsule or eat the gummies?
- Have you tried pinching the red and green gummie together?
- Have you tried them yourself, they are really tasty?

Objections for joining your team:

❖ **Is this an MLM?**

Don't assume a negative opinion, unless you can tell from their verbiage/body language. Some people are looking for an MLM! If not, say:

- It sounds like you've had a negative experience with MLMs, what do you think they are? Once they explain, you can affirm that would not be pleasant to be a part of that type of company.
- Are you open to learning how the Juice Plus+ Virtual Franchise is different?

❖ **I'm too busy.**

Great, I love working with busy people because I'm busy. We get things done, we don't eat right and we know other people who get things done and don't eat right.

- Would you be open to learning about how I do Juice Plus+ as I'm doing life and create an income in the process?
- Is what you are doing today going to get you where you want to be in the future?
- How much time would you have?
- Would you like to know how some of our NMDs started their business with just 15 minutes 3 times a week?

There are lots of efficient tools in place you can explain like texting JP+ youtube links, www.jpvf.info, webinars, call series etc. Keep it simple and the less time it will take!

❖ **I don't know enough.**

No problem, you don't need skill, you need character. You already have character because you want to make a difference in people's health.

- Are you willing to be coachable to learning our system?
- What if I could teach you what you need to know, when you need to know it?
- How about you bring your prospects to me and I can share the education and you both learn in the process?

In the beginning don't worry about knowing everything. Bring your new people to your sponsor or upline NMD, via a 3-way call or meeting in person. Let the more experienced distributor share the information, while you are the coach in training taking notes.

❖ **I'm not a salesperson, I don't want to be pushy.**

- What do you think a sales person does?
- Have you ever bought anything? How was the experience?
- What makes someone pushy? Which of those things are you?
- If you set a date and time to follow up with someone and you actually follow up like you said you would, do you consider that professional or pushy?

❖ **My spouse isn't supportive.**

- Why isn't he/she supportive of your doing this?
- Is your family looking for a way to supplement, diversify or replace income?
- Would he/she be open to learning more about how we could help you reach your goals?
- Would you be open to learning how I balance my business with my family life?
- Is what you are doing today going to help you with what you are trying to accomplish for your family from a money/time stand point?

❖ **I found negative information on the internet.**

- Tell me, what did you find?
- Do you know what the source was? Have you googled the credibility of the source?
- How do you think the source compares with the 29 credible research institutes that have studied Juice Plus+?
- Would you be open to learning the truth?

❖ **I don't know enough people.**

- Who do you know that could benefit from more fruits and veggies?
- How many facebook/address book/phone contacts do you have?
- Do you know anyone well connected in the community that might want to lock arms with you?

❖ **I don't want to do what you do.**

- What do you think I do?
- Do you like to help people be healthier and earn a livelihood in the meantime?
- Would you be open to learning more about what I do and see if this is a fit for you?

❖ **I'm not a business person; not good with numbers.**

- What do you think a business person is?
- Would you say you are a people person, do you care about others?
- What if there was a proven system in place that you could use, and business coaches available to guide you with the numbers, would you be open to learning more?

❖ **I'm introverted and hate to talk in front of people.**

- What if there were tools you could plug into that shares the education?
- How would you feel if we partnered and I initially did most of the talking?
- What are your strengths that you think would be good for this business?

Many objections are simply a way for them to put you off and not truly an objection at all. Remember, we need to ask enough questions to really get to the bottom of their thinking. Selling statistics:

- 1) 92% of people give up asking after receiving 4 “NOs”, but 60% of the people say YES when asked a 5th time.
- 2) 80% of all sales reps don't make it through the 1st year because they failed to make enough calls.
- 3) 85% of interactions between sales person and buyer end without asking for a buying decision – ask for the order, Go For No! Jay Martin says the # 1 reason people buy JP+ is because they are asked.

If you are getting the same objection over and over, check your belief. We attract what we think, make sure your belief is rock solid. Get with your sponsor if it's not. We have ways to help you!

References:

- “Go For No” by Richard Fenton and Andrea Waltz
- How to Sell Network Marketing Without Fear, Anxiety or Losing Your Friends! by Michael Oliver



Don't be afraid of the phone! The phone is your friend, it helps you uncover their objections so you can:

**Get them as a customer.
Keep them as a customer.
Move them to distributor.**