

cba

Objection Overhaul

Turning No's into Yes's



coralclub

A photograph of two women in a professional setting. The woman on the left, with long brown hair and glasses, is smiling and holding a tablet. The woman on the right, with dark curly hair and a nose ring, is looking at the tablet and holding a white pen. They are both wearing blazers over white shirts. The background is a blurred office environment with a whiteboard and a lamp.

Objections are common - don't worry!

When a person encounters something new, questions, doubts, and requests for clarification are very normal. People want to learn more, and this curiosity may be expressed as an objection.

Remember this when you encounter objections

People are not always prepared to engage with network marketing at first. This hesitancy may arise due to misconceptions about dietary supplements and/or network marketing.

Your task is to convey accurate information to the individual in a friendly and professional manner and alleviate their concerns.





Learn to differentiate between questions, misunderstandings, and mere nit-picking. Address the latter with humor—this is a great way to demonstrate your professionalism. In every instance, an objection is an opportunity to uncover and comprehend the needs and motives of your potential client.

Discern which aspects of your proposal are welcomed and which are not! If someone has doubts or objections, we recommend employing the "conditional agreement" technique.



Listen

Listen attentively to their opinions and doubts without dismissing them.

Agree

Find common ground by expressing agreement:

- "Yes, I understand you..."
- "I agree, that is indeed a significant point..."
- "It's good that you brought that up..."





Clarify

Ask a clarifying question that delves into the specific doubt:

- “You mentioned you don’t want to sell. Am I correct in understanding that you do not wish to purchase products at one price and sell them to friends at another? Is that correct?”
- “You have issues with the networking approach, am I right?”

Argue

Explain and calmly present your perspective.

Illustrate the relationship between their needs and inquiries with the facts, principles, and the workings of the company:

- “And that is why...”
- “Specifically addressing your concern regarding...”
- “It is precisely for that reason...”





Ask About Their Opinion

Request their
viewpoint once more.

After discussion, ascertain whether their
stance has altered.

A photograph of two women sitting in armchairs, facing each other and engaged in a conversation. The woman on the left has curly hair and is wearing a light-colored blazer over a white top. The woman on the right has long hair in a ponytail and is wearing a dark plaid blazer over a white top. They are both smiling and gesturing with their hands. The background is a large window with horizontal blinds, letting in bright light. The overall atmosphere is professional and collaborative.

Now, we will review common questions and objections that distributors frequently encounter.

We have provided suggested responses, but avoid memorizing these answers verbatim.

Rather, understand the essence of each response. After reviewing our examples, try to come up with your own responses!

“Only those who joined the company at the beginning make any money!”

Reply:

“It is indeed accurate that the timing of one’s involvement can impact earnings. However, our Compensation Plan is structured in a manner that enables you to potentially earn more than anyone else in the company, even those who invited you.

Success is also correlated with the level of support received, and presently, support is more abundant than ever, given the company’s two decades of experience.

Coral Club has solidified its reputation as a reliable, established entity in the market!

Can you think of any other advantages to joining the company now as opposed to during its inception?”

“But I don't wish to consume Coral Club products myself.”

Reply:

“That's completely understandable. There is no obligation to use the products if you prefer not to. I personally found that experiencing the products first-hand enabled me to make recommendations more effectively.

Being acquainted with the products can assist in providing sincere, assured, and informed suggestions.”

“I simply do not have any time for this.”

Reply:

“I completely understand the concern regarding time availability; it seems we all have increasing demands on our time!

However, with Coral Club, you have the flexibility to develop your business in parallel with meeting other commitments, whether they relate to work, study, or family. Initially, you can dedicate just a couple of hours a day to Coral Club activities if you prefer, especially in the beginning stages before it expands.

As your business experiences substantial growth, you can then consider adjustments to your schedule to accommodate it. How much time do you believe you currently have available to devote to Coral Club activities?”

“I do not have the necessary qualities to do this.”

Reply:

“Believe me, no one possesses all the necessary qualities from the outset. Many people initially believe they are not suited for this role, yet they eventually become excellent distributors.

We provide a comprehensive training system designed to assist you in developing the requisite skills to attain success. Would you consider giving it a try?”

“This kind of business
isn’t going to last long.”

Reply:

“It’s great that you are considering the long-term perspective. I share the same viewpoint; this is a long-term venture for me as well. The Health and Wellness industry is consistently expanding and, I believe, will gain even more significance in the future.

Coral Club has maintained a presence in the market for 20 years, which I believe attests to its sustainability in the marketplace.

How do you foresee the health industry evolving?”

“I can’t sell.”

Reply:

“I can relate! If it were solely about selling, moving from door to door and intruding on people, I wouldn’t be engaged in this. I use, enjoy, and recommend these products to friends and family. I also promote the products on social media to acquaintances and mutual connections.

They may decide to join in promoting the products as well, and we all stand to benefit. It’s fundamentally about networking! Would you like to delve into more details?”

“I can’t think of anyone to add to my list.”

Reply:

“I recall having similar thoughts when I initiated; however, several strategies can aid in developing a comprehensive contact list. If you’re willing, we can begin working on it collectively.”

“I’ve discussed the products with several people, but none have expressed interest.”

Reply:

“Often, people require time to think about before finalizing their decisions.

Occasionally, the way you present information can influence their choice. Would you like to practice your approach with me?”

“The products
are quite expensive.”

Reply:

“In reality, the products are competitively priced.

Part of my role as a distributor is to assist people in recognizing the value of the products, beyond just the price tag. Upon understanding the quality and the components, people realize the value proposition.”

“But these days
there are many network
companies.”

Reply:

“You’re correct, the network marketing industry has been thriving for 80 years, and there are approximately 5000 network marketing companies globally.

However, they are not all identical. The distinctive products and compensation plan of Coral Club help it to distinguish itself from the others. Would you like more detailed information?”

Now, be prepared to handle objections

Now, you are prepared to address
the most frequent objections that arise.

