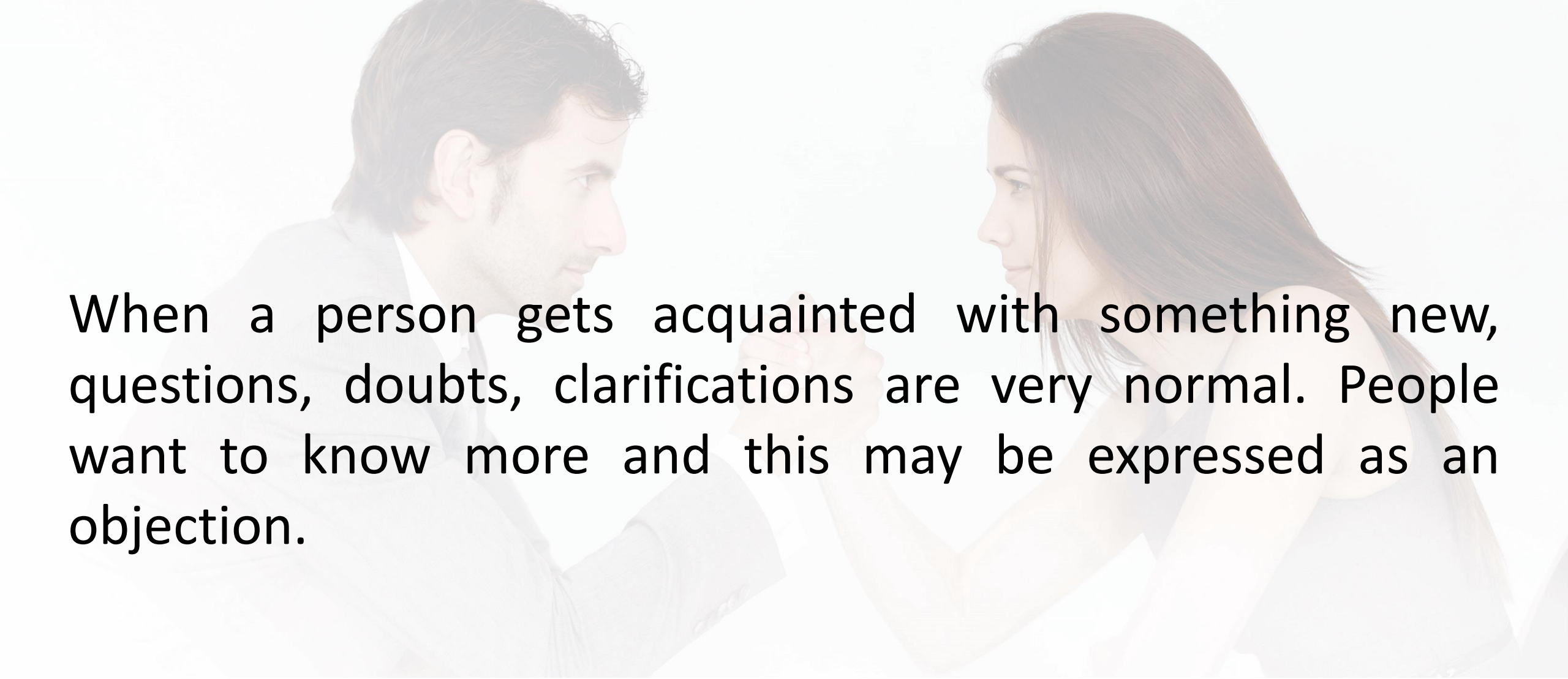


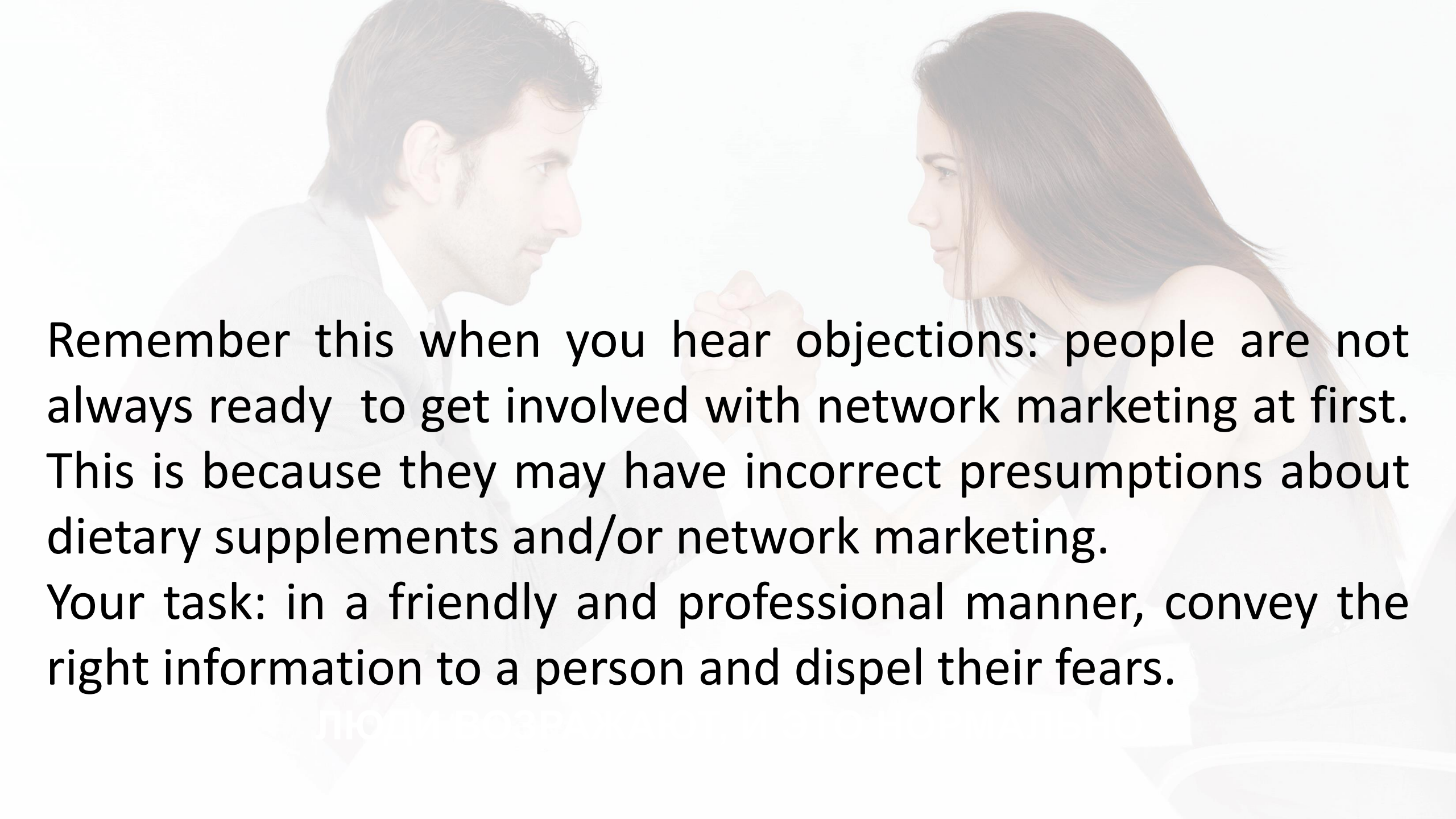
OVERCOMING OBJECTIONS



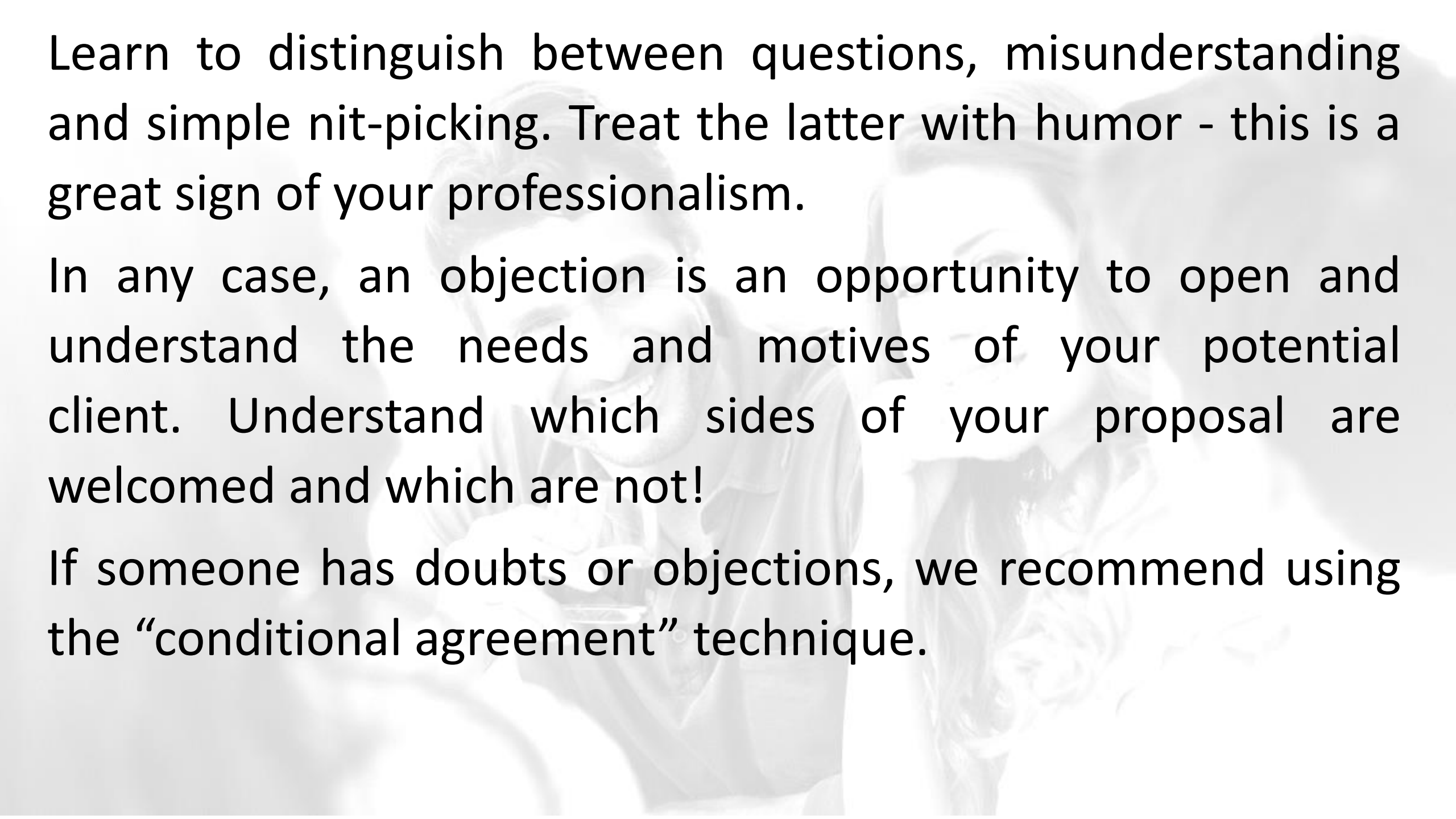
A man in a suit and a woman in a dark top are shown in profile, facing each other. The man is pointing towards a document held by the woman. The background is a light, neutral color.

When a person gets acquainted with something new, questions, doubts, clarifications are very normal. People want to know more and this may be expressed as an objection.

OBJECTIONS ARE COMMON - DON'T WORRY!

A man and a woman in business attire are shown in profile, facing each other. The man is on the left, wearing a dark suit and tie. The woman is on the right, wearing a dark sleeveless top. They appear to be in a conversation, with the woman's hands clasped in front of her. The background is a light, neutral color.

Remember this when you hear objections: people are not always ready to get involved with network marketing at first. This is because they may have incorrect presumptions about dietary supplements and/or network marketing. Your task: in a friendly and professional manner, convey the right information to a person and dispel their fears.



Learn to distinguish between questions, misunderstanding and simple nit-picking. Treat the latter with humor - this is a great sign of your professionalism.

In any case, an objection is an opportunity to open and understand the needs and motives of your potential client. Understand which sides of your proposal are welcomed and which are not!

If someone has doubts or objections, we recommend using the “conditional agreement” technique.



LISTEN

1. Listen to their opinions and doubts without rejecting them



AGREE

2. Find something you both agree with:

"Yes, I understand you"

"I agree, this is really a significant point ..."

"It's good that you talked about it".



CLARIFY

3. Ask a clarifying question that specifies the doubt:

“You say you don’t want to sell. Do I understand correctly that you do not want to buy products at one price and sell to friends at another? Right?”

“Do you not agree with the networking approach? Is that right?”



ARGUE

4. Explain, and calmly argue your point of view. Show the connection between their needs and questions to the facts, laws and how the company operates:

“And that is why ...”

“And specifically to your concern about ...”

“And just for that ...”



ASK ABOUT
THEIR OPINION

5. Ask for their opinion again. Clarify after discussion whether their attitude has changed.



Now we will see typical questions/objections that distributors most often encounter. We have suggested options for answering them but don't memorize these answers exactly. Remember the message of each response. Once you've read through our examples, try to come up with your own responses!

1. “Only those who joined the company at the start earn any money!”

Reply: “It’s true that when you get involved affects how much money you earn. But, the Compensation plan is designed so that you can earn more than anyone in the company, even those who invited you. It’s also the case, that the more support you have the more success you will have. Now there’s more support than ever, as the company has been around for 20 years and Coral Club is an established, trustworthy company on the market! Do you think there are other benefits to working in the company now rather than when it was started?”



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

Reply: “That’s perfectly fine. You don’t have to use the products if you don’t want to. I found that it was easier for me to recommend products once I tried them myself. Familiarity with the products helps you give an honest, confident and knowledgeable recommendation.”



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

Reply: “I totally understand the concern for free time, we seem to have less and less these days! But with Coral Club you can grow your business alongside any other obligations, whether it’s work, studying, family etc. So you can just put a couple hours a day aside for Coral Club if you wish, particularly at the start before it grows. If your business grows significantly, you can make an adjustment in your schedule. How much spare time do you think you have now for Coral Club activity?”





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

Reply: "Trust me, no one has all the qualities at first, and many people think that they're not cut out for this, but go on to be great distributors. We have a training system that will help you develop all the skills necessary to be successful. So why not try?"

5. “This business won't last.”

Reply: “It’s great that you are thinking long-term. For me, this is a long-term endeavour as well. The Health and Wellness industry is always growing and, in my opinion, will become even more important in the future. Coral Club has been on the market for 20 years. I think that speaks to a sustainable market. What do you think may change about the health industry?”





6. “I do not know how to sell.”

Reply: "Neither do I! And if it was all about selling, running door to door and bothering people I'd not be doing this. I use these products, enjoy them and recommend them to friends and family. I promote the products on social media to other people I know and friends of friends. They might themselves get involved in product promotion too and we all benefit. It's all about networking! Are you interested to hear more details?"



7. “I can’t think of people for my list.”

Reply: “I remember feeling that way when I first started, but there are a few techniques that can help you create a contact list. If you like, we can get started on it together.”

8. “I’ve talked to a few people about the products and no one was interested.”

Reply: “Sometimes, people need to think about an offer before they make the final decision. Sometimes, the way that information is presented makes a difference. Would you like to practice with me?”



9. “The products are very expensive.”

Reply: “The products are actually competitively priced. Part of what I do as a distributor is help people see the value of the products, not just the price tag. When you look at the quality and the components, people understand the value proposition.”



10. “But these days there are many network companies.”

Reply: “You’re right, the MLM industry has been around for 80 years and there are around 5000 MLM companies in the world. They’re not all the same. Coral Club’s products and compensation plan help the company stand out from the rest. Let me give you more information.





Now you are ready to respond to the most common objections that come up.

NOW, BE READY TO MEET OBJECTIONS

