

# TEAM BUILDING 101: OBJECTIONS

When you are team building, be prepared to overcome at least three and probably four objections. When speaking with your potential team member, be professional by getting to the bottom of what she is saying so you can support her to get the needs in her life met by our Mary Kay opportunity. The process to overcoming objections is as follows:

- ▷ **REPEAT** what she says, only after listening carefully to her objection first. Then say, "So what you're saying is \_\_\_\_\_."
- ▷ **RELATE** by using, "I know how you feel, I felt that way, what I found is."
- ▷ **RESPOND** overcome her objections by sharing someone else's brief story or going back to an earlier part of the interview. If you know her HOT BUTTON, there is NO objection you can't overcome short of, "I don't want to do this," which you almost never get!! So refer back to her NEED, her HOT BUTTON.
- ▷ **ASK QUESTIONS** "Remember earlier when you said \_\_\_\_\_? What other plans do you have to fix/remedy that need now or in the future?"
- ▷ **INVITE** the next objection! "If it weren't for \_\_\_\_\_, what would keep you from getting started?" You'll eventually get to a response of "nothing" or "I have to think about it." Then you can move on from there by working to close the interview.



## RESPONSES TO OVERCOME OBJECTIONS

1. "You'll never know if you never try."
2. "Think how many times in life we hear people say, 'Oh, how I wish I had. 'Instead, why not be able to say 'Oh I'm so glad I did!'"
3. "If I taught you everything I know, do you think you could learn?"  
(This is a great response, as no one likes to admit that they aren't teachable)
4. Look your prospect right in the eyes. Touch her arm. Have a SINCERE look on your face and FEEL that sincerity in your heart and say with conviction... "You'd be great doing what I do, I look for people of your caliber every day and I'd love to work with you!"
5. "What do you like about the job you currently have? What would you like to change?" (These questions will help you direct your approach).
6. "If you knew you could not fail, would you try Mary Kay? We have never had anyone we could not teach."
7. "We do not want sales people, just trained Beauty Consultants."
8. "If something happened to your husband, could you take care of yourself and your family in the style you are accustomed to?"
9. "How soon do you want to start making money? How long can you afford NOT to make money?"
10. "Do you feel like you need a change in your life? I believe Mary Kay comes into our lives when we need it the most."
11. "One hundred dollars won't change your standard of living, but it COULD change your life."
12. And, when faced with any objection, the Magic Words are, "That is exactly why you should consider selling Mary Kay."

Examples: I don't have the money.....That's exactly why you should sell Mary Kay!  
I'm new in the area.....That's exactly why you should sell Mary Kay!  
I work too much.....That's exactly why you should sell Mary Kay!