

OVERCOMING OBJECTIONS

Have you ever thought about doing anything like Mary Kay, part-time for extra money?

I don't have time.

If I could teach you how to earn an extra \$100 per week - that's \$400 per month - working 3 hours a week, and eventually double that to \$200 a week, could you find 3 hours?

I'm not the sales type.

If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

I don't wear makeup.

Do you feel that skin care is important? Would you be surprised to learn that the majority of products that we sell are skincare and body care rather than makeup?

I'm too shy.

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and have done very well?

I need to talk to my husband.

What will he say?

He won't want me to do it.

May I make a suggestion?

Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity, so after you buy your kit, you'd like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that?

Would you agree with me that our husband's are usually supportive of our decisions once they know it is important to us? Just let him know this is important to you. (set a time to call her back)

OR

He'll say to do whatever I want.

So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband?

(set a time to call her back)

I don't know anybody.

Do you know one person who might be a practice face for you? If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?

If she has a bunch of objections and you can't get her to say yes or no.

(in a soft voice) May I ask you a question?

Do you think you're just scared?

Well, what's the very worst thing that could happen to you? (wait) Do you want to know what I think? I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life... does that scare you?

Great!

Is there any reason why we can't get you started today?