

“No” is often just a need to “Know”

Concerns, hesitations, objections are normal. Actually, they are great signs! People don't express a concern unless they are giving an idea some consideration. They are really saying, “Tell me more.” Don't get nervous. Just remember the triangle and use the QUAD approach to continue the conversation.

Example:

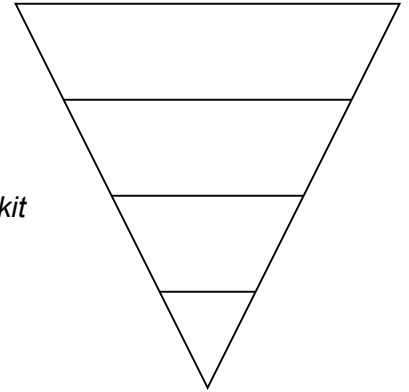
Concern: *“I could never talk in front of a group.”*

Question (to uncover the real concern): *“Is your main concern that you would be nervous doing a party?”*

Understanding (to acknowledge the concern): *I know what you mean. I was very nervous when I started. I'm really a very shy person.”*

Answer (with clarifying information): *“I watched the video at came in my kit and went to parties to observe a couple of experienced Consultants and found it wasn't as difficult as I imagined.”*

Decision (to agree on the next step): *“Does that make it seem easier? (Wait for response.) Do you have any other concerns?”*



RESPONDING TO CONCERNS, HESITATIONS & OBJECTIONS

Practice using the Q.U.A.D. method of identify and respond to concerns

Concern	Questions (to uncover the real concern)	Understanding (to acknowledge the concern)	Answer (with clarifying information)	Decision (agree on a path of action)
<i>“I don't have the money right now.”</i>				
<i>“I want to think it over (talk with my husband, etc.) before deciding.”</i>				

Recruiting Confidence – Week 4

Concern	Questions (to uncover the real concern)	Understanding (to acknowledge the concern)	Answer (with clarifying information)	Decision (agree on a path of action)
<i>"I don't know if I could get enough parties."</i>				
<i>"I'm not a salesperson."</i>				
<i>"I'm too busy."</i>				

Here are some simple ways to continue the conversation:

Feel, Felt, Found

This classic technique addresses your prospect's concern with an example. Listen carefully to identify the question hidden in the concern, then respond with:

Feel: Acknowledge the concern. *"I know how you feel..."*

Felt: Relate to the concern by sharing that you or someone you know felt the same way.

Found: Share a story that illustrates what you or that other person found.

Here's an example:

Concern: *"I just don't have the time."*

Response: *"I know how you feel. People I have interviewed have told me that their lives were packed and they didn't know when they could fit this in. Together, we looked at their calendars and found a few discretionary hours a week. They used those hours on their business. Do you think you have any discretionary hours in your week?"*

"That's the beautiful thing about my company!"

Respond to any concern with this simple beginning. The beautiful thing about this business is it CAN be anything your prospect wants it to be!

Here's an example:

Concern: *"I don't have the money to start a business."*

Response: *"That's the beautiful thing about my company. It's much less expensive to start a business than you probably think, and I will help you make a plan to recoup your investment quickly. If I can show you how to do that, do you think this is something you'd enjoy doing?"*

No matter which method you use, always end with a question to continue the conversation.

The Fortune is in the Follow-up

We all have a natural fear of appearing "pushy," so most of us give up before our prospect is ready to say, "Yes!" The National Sales and Executive Association quotes amazing statistics on prospects that eventually say "yes" to a product or service. These statistics can be applied to your recruit prospects:

2% close on the first exposure

3% close on the second exposure

5% close on the third exposure

10% close on the fourth exposure

Don't stop here... look at the next percentage!

80% close on the fifth through twelfth exposure

It's important to remember that your prospect may have had several "exposures" before you met her, so she may be almost ready to say, "Yes!"

