

Handling Objections to Appointments

Of course, not every conversation is going to result in a booking; you are likely to hear “no” from time to time. The important thing to remember is that often “no” really means “I need more information.” In other words, your prospect needs to understand the value you’re offering, and you need to understand what’s standing in their way.

When handling objections, remember **LEAP**:

LISTEN

When “no” is given by your prospect, listen closely to the reason they are giving. Chances are it’s something you can find an answer for. For example:

“I don’t have time to host a Group Presentation.”

EMPATHIZE

Let your prospect know that you understand and relate to their reasoning. Say something like:

“I understand how you feel — there never seems to be enough hours in the day.”

ASK

Asking a clarifying question really allows for you to fully understand what they are thinking and you are gaining insight into their perspective. Use Tell me, What, and How questions as you invite a more detailed response. For example:

“Tell me, how much time do you think it takes to host an Arbonne Group Presentation?”

Now wait and listen for their response. Oftentimes, people’s perception and the reality of the situation are not in alignment. They may think hosting takes much more time than it actually does and this allows you to address their concern with some additional information.

PRODUCE A SOLUTION

Give your prospects some ideas they may not have thought of that can help them enjoy the benefits of hosting. You could say:

“I may have a solution for you. I have a great Presentation that will only take 30 minutes from start to finish ... How does that sound?”

If you address your prospect’s objections and the answer is still no, remember that “no” can have one more meaning: sometimes it just means “not now.” So don’t push, but don’t lose track of that contact — ask for a good time to reconnect in the future. You could say:

“I know life can be hectic and I totally understand now is not the right time for you, but I would love to connect with you again in the future to see if maybe then the time is right. I’d love to pamper you and your friends, and I really want you to earn that (product) you have had your eye on. I’ll give you a call in a couple of months. How does that sound?”

Utilize active listening when discussing the Arbonne Opportunity and products with prospects. Active listening is a communication technique where the listener feeds back what they hear from the speaker, by way of paraphrasing what they have heard in their own words. This lets the speaker know you are engaged in the conversation and value what they have to say.