



**Activate**  
**BREAKTHROUGH**

# **HANDLING OBJECTIONS**

This handbook offers quick answers to address common concerns and objections. Keep in mind that an objection is essentially just a request for more information to feel comfortable about a decision. Sometimes it just takes an alternative view or higher understanding to see how their vision can come to pass.

It's a positive sign, and how we handle these objections will help our clients' feelings about whether it feels safe to proceed with a purchase. It's your job to turn their "I can't do it" to a "how can I do it"

**Objection: I've never done this before!**

A: That's great! Everyone starts from that point. Remember, you're not alone in this business. You will be taught and guided through every single step of your journey. If you're committed to learning new skills and reshaping your financial future, you've got all you need!

**Objection: I don't have a warm market or a large network.**

A: That's actually very common. I know how you feel; I once lacked an audience and network too. But, I discovered the power of social media and created a network of people I could inspire just by sharing my story and being myself. It's an amazing experience and there are many ways to achieve it!

B: That's not a problem at all. One of the best things about this business is the ability to connect and make new friends right from your phone. There are over a billion active users on Facebook and a hundred million on Instagram. We even provide a course on Facebook ads to help you attract like-minded people who want to work with you.

**Objection: I'm not good at sales.**

A: That's okay! We're not looking for aggressive salespeople. We prefer genuine individuals who are passionate about sharing their story and inspiring others to live a life of fulfillment and independence. If you're enthusiastic and sincere in your desire to impact lives, selling freedom and fulfillment won't be a problem. Do you truly wish to create a positive impact and create freedom for yourself?

B: Don't worry about being a sales expert. Like any other skill, it can be learned, and we focus on heart-centered sales, which is all about helping others. Sales equal service, and all we do is offer solutions to problems, which is an incredible feeling.

**Objection: I'm not sure I can do this.**

A: Are you willing to learn? If yes, then you absolutely can! Our system has been proven to work, and I will guide you through it if you're ready to take my hand and join me.

**Objection: I don't have time.**

A: Well, you're reading this and talking to me, aren't you? On average, people check their social media around 100 times daily. How about getting paid to do what you're already doing?

B: Do you expect life will always be that way? I was the same way and I realized that if I didn't do something different, I will always have no time. That's the whole point of the Academy. To not be a slave to time and money and to have more than enough of both to give away.

**Objection: I have no idea where to start.**

A: That's fantastic news! You have me to hold your hand and an educational platform that will walk you through step-by-step from start to finish. You'll also have a supportive community rooting for your success. You've got everything you need for success. Let's get started!

**Objection: I'm not sure I can afford to start.**

A: Do you find yourself saying that often? Would you like to live a life where you can afford what you truly want? Isn't that why you're here, to never have to say "I can't afford it" again?

The real question is: are you willing to invest in your future?

B: Do you expect life will always be that way? I was in the same boat and I realized that if I didn't do something different, nothing would change. That's the whole point of the Academy. To not be a slave to time and money and to have more than enough of both to give away.

**Objection: This sounds like a pyramid scheme.**

A: That's only if you don't know the difference. Robert Kiyosaki calls our industry "The Business of the 21st Century" and Darren Hardy calls it "One of the few opportunities that allows average people, with above average ambition, to achieve an above average lifestyle and financial success." And that's coming from two of the leading authors in business and finance.

B: Do you think top athletes and celebrities like Tom Brady, Manny Pacquiao and Kevin Hart would associate themselves with Pyramid schemes?

C: It's actually a hybrid direct sales model. In Pyramids, one guy at the top makes money and no one in the bottom does. In direct sales, the person who makes the most sales makes the most money. In our business the person in the bottom can make more money than the person in the top if they make more sales.

D: It's actually more like real estate. In real estate, you have the broker and you have the agent. The agent gets a commission whenever they sell a house. But the broker can sell a house and get a commission but also gets a commission from when his agents sells a house. Our business is the same. All of our customers can also become agents for free. And when they sell a machine, we get a commission from their sale.

In summary, you should not feel overwhelmed by getting objections. It's a natural part of your business. And when you have done this long enough, you'll notice that you've heard the same thing again and again like a broken record. Only this time you will be fully equipped with the response already prepared in your mind.

Be bold and confident in what you bring to the table and face concerns and criticisms with a determined attitude.

Uncertainty often indicates the need for more proof, data, or value. As you wrap up your conversation, it's a great strategy to ask a question that leads them to respond with a 'YES' again. This re-establishes their connection to their initial motive, which is highly effective!