

HOW TO OVERCOME OBJECTIONS

If you get an objection during the 5-Step Invitation Process, don't think it's the end of the road. Instead of taking prospective customers off your list because they have an objection, use one of the sample messages below to offer a solution. You never know, someone that initially has a strong objection might just turn out to be your best customer or Coach.

Use the sample messages below to help your prospects work through their objections and see how Beachbody Challenge™ Groups can help them achieve the results they've been wishing for and live a healthy, fulfilling life.

Money Objections: After Steps 3, 4, or 5 of the 5-Step Invitation Process

Objection Response Method	Sample Message
I don't know; all I know is . . . <i>Option 1</i>	I don't know about that. All I know is I wouldn't let money be something that stops me. I have a few people enrolling as a Coach and making a list of people to invite to a Challenge Group. We invite their list of people and it only takes 3 or 4 people saying yes, and they can earn enough money to help cover the cost of their own Challenge Pack purchase. Does that sound like something you might want to try? It can't hurt to give it a try. Otherwise I can always put you on my list for my next Challenge Group; what do you think?
I don't know; all I know is . . . <i>Option 2</i>	I don't know about that. All I know is if I were serious about (REPEAT THEIR NEEDS/WANTS FROM STEP 2), I'd find a way to pull together the money. But don't let money be your excuse! I know you're serious about doing this, let's find a way to make it happen. Would you like to spend a few minutes exploring how you can find the money you need or do you want me to put you on my list for my next Challenge Group, which will give you time to save some money?
Feel, Felt, Found	I totally understand how you feel; investing in anything new can be a big decision. My friend, (NAME), felt the very same way. She had no idea how she could pay for it until she found out she could enroll as a Coach and earn money by referring some of her friends. We invited 10 or 15 of her friends and with just 3 or 4 people joining her in the Challenge, she was able to make enough money to pay for her own Challenge Pack. It sounds like you really want to do this and are just hesitant because of the money. Why don't we do what I did with (NAME) and help you earn enough money so you don't have to worry? Sound like a plan? Who do you know that might be interested?

Claryfing Messages

"Hmm . . . I'm just not sure." Sound familiar? If you've got a prospect who's just not sure, you need to step in and help clarify their concerns. The best way to do this is to get them talking by asking clarifying questions. Use these scripts to help your prospect clear up the confusion, whether that's during the invitation process or anytime you're chattin' it up about Beachbody®.

Objection Type	Prospect Question/Objection	Sample Response
General Product/Program	So what is this Beachbody thing you are doing?	Where should I begin? What do you want to know?
General Product/Program	I know you are really in to that P90X® workout, but I could never do something like that.	What do you mean? What have you heard about the program?
General Product/Program	Every time I've done that sort of thing it didn't work.	Well, I would never want that to happen. What hasn't worked for you in the past? Why didn't it work?
General Product/Program	I'm not sure this is for me.	Help me understand why you don't think it's for you. What kind of program do you think would work for you?
General Product/Program	I have tried some of those meal replacement drinks and they taste awful.	Well, I am confident that we can find a recipe that you would like. There are so many options to choose from. What flavor has the most appeal to you?
General Product/Program	I just don't think I could do the workout. I am too overweight and out of shape.	I am confident that your weight will not be a challenge and I can show you programs that work at all different fitness levels. What kind of program would you feel comfortable with?
Time Commitment	I'm so busy I don't have time for myself.	Tell me more about what's going on. What makes it so hectic?
Time Commitment	I don't want to over-commit myself.	Sounds like you're busy. What would the right balance look like for you?

Objection Type	Prospect Question/Objection	Sample Response
Money	I just can't afford it.	The only way you could feel comfortable investing in this is if you could feel absolutely confident that you would get greater value out than what you put in. I understand that. What would you need to see or experience from Beachbody so you could know if the value was there?
Money	I just can't afford it.	What made me give it a try was the 30-day money-back guarantee. I knew that if I didn't like it, I would get my money back. After 30 days, I felt so much better. I knew it was worth every penny. Does the money-back guarantee change anything for you?

Remember, the key is to respond with a question to get more clarification. If you get an objection, don't jump to respond without truly understanding the real issue. When you ask questions for clarification, it shows you really care and you're sincere in wanting to offer the correct solution. Always remember that "intent" counts more than "technique." The more you help others succeed, the more likely it is that you will succeed. So choose and deliver your words with good intent, and let your technique develop through experience over time.

People don't care how much you know until they know how much you care.

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