



Handling Objections

Is this Network Marketing?

Yes (*their name*) fortunately it is. I say that because we all work as a team and help each other succeed. Much better than what we had experienced in the corporate world. Are you familiar with Network Marketing? (*they say yes and they had a bad experience twice in NWM*) Oh, I'm sorry to hear that, can you explain what happened? (*now listen to their answers as to what happened in each case*)

(*Feed it back to them*) Ok, so the first company that you joined, you were promised that you would get upline support and you didn't. You never got the proper training, is that correct? (*they agree*). Ok, I can understand why you felt let down. I would have felt the same way.

Now (*their name*) with the next company you joined, everything seemed fine and then you found out the company was going out of business because they had financial problems, is that right? Again, I can understand why you got upset.

So (*their name*) what you are telling me is that you have no interest in doing anything in Network Marketing again because you had two bad experiences, is that what you are saying? (*again, you are feeding it back so they know you listened*)

May I ask you a question? Have you at any time ever gone out and had a bad meal at a restaurant on one or more occasions? Oh, you have? So I would have to assume because you had a bad experience eating out, you have never gone out for a meal since then, is that correct? (*They will answer that they have gone out since that happened.*) So, you are simply giving them an example of a similar situation and letting them think about what they said. Let them reflect for a moment on what they just said. (*They will see where you are going with this.*)

Because they had a bad experience eating out, having a bad TV set, getting a bad hair cut, or whatever, this should not hold them from looking at (*in this case Nikken*). I hope that you have already shown them the integrity of Nikken, the financial strength, the exceptional products, all of the team support, and the amount of people that want them to succeed in their future.

Is this one of those pyramid schemes?

I don't know, what do you mean by a pyramid scheme? (*Now pause and let them answer.*) You see, most people have no idea what a pyramid scheme is. They usually have heard from someone (who may have had no experience in NWM) that it is not legal. Or they think only the people in NWM at the top make all the money. You could explain that the people at the top



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with the highest leadership rank have usually worked the hardest, which is how they got to the higher rank. We all know of people in a traditional business that have worked from the bottom of a company and made it to the top. So what is so different? Seems fair to me!

Or, maybe they heard about a NWM company that went out of business of bad business ethics. This sure happens in regular business as well as NWM.

May I answer your concern? Would you take out a pen and piece of paper? Please draw a picture of a triangle. The point at the top could represent a typical large company or government structure. Fair enough?

First of all every type of business is usually shaped like a pyramid. At the top is usually the CEO of that company and at the bottom, which is the large area, this would represent the employees and customers. *My question is this?* How many of the employees have a chance to end up at the top in the CEO position? As an example, Steven Ballmer is the CEO of Microsoft. How many people down below him might have a chance to become the CEO? *Right, most likely none.* If that CEO happens to pass away, usually another family member takes over. So your chances of taking over the top are not great. You might get close to the top as a VP, but never quite make it to the very top.

Now! Please draw another picture of a triangle. Only this time, draw the triangle upside down. Same size, just invert it to be upside down. In NWM, we all start at the bottom of the upside down triangle when we sign an application to join Nikken.

In Nikken, we all have an equal chance to get to the top. There is lots of room up there as you can see. There is also a lot of help for us to get there. People above us want to help us get to the top where they are. It is a win, win position. They help us to do better and this helps them do better. There are no race barriers, gender barriers, or even education barriers. We are all the CEO's of our own business in Nikken. This happens to be the most ethical form of doing business in the world. It is a very fair way of doing business for all of us and we work together as a team. Now, of course, you do have to be with the right company. A company that is solid financially, has a strong track record, and has excellent products. We have all of that and more with Nikken. Did I answer your question about a pyramid scheme?

Now they ask: Is it legal?

That's an excellent question. Anytime a product or service is moved through a network of people, i.e. Distributors or in our case, Wellness Consultants, (such as the case with Nikken) to the end consumer (customer), this is legal. The product comes from the mfg or supplier (Nikken) and is delivered to the customer. Not much different from Wal-Mart or Target. The



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middle men or women are truck drivers, warehouse workers, clerks, managers, advertising, etc. In this method of distribution, this is where a lot of the profit goes. They all get a piece of the pie, so to speak.

In Nikken, we are the middle men or the advertisers. This is just a different form of distribution. Because Nikken does not advertise, we are paid a commission to spread the word through word of mouth. Just like Avon, Tupperware, Mary Kay, etc. Nikken supplies the product, handles the paperwork, pays the people like you and me. Nikken collects the money, and pays the state and local taxes. All we have to do is find the prospects and future customers. These people can either join us and pay wholesale or just buy products at retail from us. Non members or Non Consultants can not buy direct from Nikken.

As long as the company is ethical and legal and as long as distributors are not getting paid on the sign up fee or enrollment fee, this is considered legal in NWM.

What is not legal is a Ponzi scheme, chain letter, or the airplane game. There is nothing of value. Nothing other than a promise, which is usually not true. We call these money games and they are totally illegal.

I always have a copy of 'Who Stole the American Dream" by Burke Hedges. This is a wonderful book by Burke and he explains all of the ethics and some examples in his book. I suggest you get a copy or two to have on hand.

I don't have the time to do this as a business

Yes, I understand that one. That is what I said when I first heard of Nikken. May I ask you a question? Would you agree that we all have the same amount of time each day? (*they say sure*) Sometime it just depends how we use that time, right?

May I make a suggestion? Take out a calendar please. Look at the month of (*any month*). When you look at the month, you will see what appointments you have, meetings, school events, etc. Ok, so these are the things that have to be done. Now, as you look at this calendar month, think of the amount of open time that could be used to do something else with some of your time. Such as investing some of your free time earning some extra income with Nikken right now and building a part time business for your retirement *Do you see what I am doing?* Think about where you want to be 5-10 years from now.

There might be an extra 4-6 hours a week (part time) that you are using to watch the TV. Do you see where giving up something as simple as 4-6 hours a week of TV could possibly benefit you in the future? You do? Here is an idea! Why don't you block out 4 hours a week, every



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week, and we can use that time to start building your Nikken business. I will help you by blocking out the same amount of time in my calendar, and we can do this together, Fair enough? Great, now you can see where that team effort comes into play, right?

You see we all have extra time. We just have to schedule it. Only this is going to be a personal appointment for yourself and your future and it will be worth the time invested for your future. This will be great working together with you.

The products are too expensive

Ok, I understand how you feel. Seems like most everything out there these days is too expensive, wouldn't you agree? The cost of a gallon of gas, cost of food, cost of an airline ticket, getting your car repaired, going to a movie, a vacation with the family, a new TV and the list goes on. Only these things I just mentioned are not investments, they are really an expense. Isn't that true?

What if we looked at the Nikken products as an investment in your own health? Let me ask you a question? Would you agree it is important to take care of our health? *(they say of course)* So, can we put a price on good health?

So, when we look at the Nikken Wellness Technologies, they are not really expensive. They are more in line with prevention - using technologies to help prevent something from possibly affecting your health now or later.

Here is an example: If we look at a pair of Magsteps for \$60 retail US. Let's see how much that investment in your good health would be over a 5 year period.

This comes out to 1,825 days. If we divide that out, we come up with an investment of only 4 ½ cents per day. Can we actually say that \$60 is really expensive? And, you should have healthy and happy feet and more energy as well.

We have actually met many people that have been able to cancel some very serious surgery just from wearing the Magsteps. How much do you think this product was worth to them? Could you even put a price tag on it? I think you and I both know the answer to that.

Or, look at another one of the most purchased products, the Aqua Pour. At an investment of only \$239.00 (wholesale) compared to the cost of bottled water even at the expense of water from Walmart at \$1.19/gallon. People keep on buying and buying it and it doesn't end. Invest in the Nikken system and know what you are drinking. And you own your personal water system.



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We can do this with any of our products. Look at the perceived value of the product and not the upfront cost that we put out. This is an investment in our own health. You can't put a price tag on good health.

Or, you could say expensive compared to what? Not being as healthy, not being able to walk as well, sleep as well, or maybe live a longer life? Doesn't it make more sense to say they really are an investment and they are not expensive? They are actually a bargain compared to most things.

I'm not the sales type!

Great, we are not looking for salespeople. Did you ever recommend a movie or a good place to eat to someone? *You did?* So, do you think you sold them on going to see the movie or sold them on going to eat at the restaurant that you liked? *Of course you didn't.* You were just referring this place to them because you thought they might like it. Isn't that correct?

So, what we do is listen to what people are saying during our daily conversations. If they mention that they have or someone they know has a health challenge (*that we might help with our technologies*) or that they or someone they know is looking to earn more income, we can make a suggestion that they might consider looking at what we do. So, what we are really doing is listening and we are not selling at all. We are also sorting all the time. We are only looking for the people that might be looking for what we have to offer, either in the area of better health, more income, or a possible career change.

Often, if we can, we will let a person use a demonstration product to see if it helps their problem. If it does, many times the person wants to purchase the product because they had a good benefit. So, wouldn't you agree that the product actually sold itself? We did not sell anything. We just shared it with them. So again, we want to be always listening for what other people are looking for in their lives. If they mention they are always short financially at the end of the month, we can ask if they would be open to hearing about you just started doing with Nikken? We don't need to sell or push anything on anybody. If we just listen and ask some questions, which you can learn, they will tell us what their needs and wants are. We have two ears and one mouth so we listen more than we talk and it works most of the time. People love to tell you about themselves, we need to give them a chance to talk.

I don't know anyone

Ok a lot of people feel this way, I can understand your concern. The good news is that you would not be working your Nikken business by yourself. As your sponsor, I would be helping you to get started. I would ask you to put down a few names of some people you did know.



Such as: UPS driver, Realtor, Banker, Postal carrier, Hairdresser, or a few of your neighbors. Now, these are just a few examples. By the time we do some brainstorming, we might end up with 15-25 people.

Another thing we would do together is use the yellow pages in your phone book and look at the various categories in there A thru Z. Who do you know who is an Artist, Banker, Carpenter, Dentist, Electrician, and Fireman? This is just an example of what we would be doing. This helps you to think of people in various professions. They may not even live in your home town area. They might be someone you went to school with. We would then have you put that person on your list of names.

You see, we all know people, but unless we have a way to jog our memory, we usually can't think of very many people. So we say we don't know anyone. When you and I begin contacting some of your people, or you do it alone, we would be doing what is called an ABC. I would be going with you if it was local or on the phone with you if it was long distance. I would be the A in the picture because I have more experience. You would be the B in the picture because you are in fact the beginner. The C in the picture is the person you would be prospecting. Now because you would be in training, I would be doing the presentation to your person. You would be there if it was local or you would be on the phone if it was long distance. You would listening and learning as I presented and asked questions to your prospect. This is some of your training. Do you see how our support system works here?

The fact that we would be working as business partners, which we really are, this makes it so much easier for you to get started. Now that I have explained how we work this together, does that make it seem more comfortable for you if you? Great!

So, let me ask you this? Now that you have experienced a few of the products, had a roll out, and been to a local in home preview, do you feel you are more comfortable about Nikken? Great, so let me ask you this? What would it take to have you join us in business? We would love to work with you and help you succeed.

Excellent decision. Let's get you enrolled on the computer and I will explain some of your options in getting started and we can put together a game plan for your new Nikken business, Fair enough? You have made an excellent decision.