

# Overcoming Booking Objections

Listen to the Objection. Clarify what she says. Acknowledge the concern. Offer the solution.

**Too Busy:** I understand \_\_\_\_\_. You know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find the products for your special needs and preferences, but, after that, I can save you an enormous amount of time. You'll never have to go to the Mall again for your cosmetics! I can even save you money, too! Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?

**No Money:** I understand \_\_\_\_\_. Are you aware that Mary Kay is a third to half less than anything at the Department stores and you never even have to pay our full price if you don't want to. I offer lots of ways you can earn your products for free and I offer no interest payment plans. Besides, there is no obligation to purchase anything. I'd just appreciate your honest opinion. Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?

**Use another brand:** Great! You obviously appreciate good cosmetics! You know, lots of people find they like Mary Kay as well, if not better than \_\_\_\_\_. I'd love to get your opinion on how you think they compare. Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?

**Tried Mary Kay once and it broke me out:** I'm so sorry that you had that experience. May I ask how long it's been? (Explain product changes.) \_\_\_\_\_ May I ask what you mean by broke out? Was it blemishes? (wrong formula) or little red itchy bumps? (A sensitivity to one ingredient in one product. Doesn't mean she can't use other things in our line. Some people have a sensitivity to milk or peanuts but that doesn't mean they quit eating all food.) I would understand if you don't want to try Mary Kay again, but I would love to see if you could work together to find the perfect products just for you. Which is better for you \_\_\_\_\_ or \_\_\_\_\_?

**She still resists:** Tell you what, let me send you a Book and a couple of samples. If you change your mind, will you give me a call? And if you still aren't interested, would you mind just passing the book and my number to a friend? Thanks so much!!!

Always leave them with some sort of a YES!