

How to Answer Every Objection You'll Ever Get

• Listen Deeper • Clarify & Distill • New Perspective & Educate • Offer New Way

Building a network of people around the globe, who are eating Lingzhi and spreading the word about Alphas, requires dealing with people. In this context, dealing means learning to deal with objections.

People who learn how to deal with objections in an effective, non-reactive, non-defensive, non-offensive way are the Zen masters of their world. They are the leaders, the teachers, the influencers, the ones who accomplish their goals. They also tend to be the healthier, the ones with low blood pressure, the ones that last. This is because they learn how to stop reacting to what people say, and start listening deeper, asking clarifying questions, and then reframing what's being said.



Imagine if our children learned these skills, and how that would effect our world, how it would effect emotional intelligence. Now imagine you learning them. You can. This training article will list every objection you will probably ever get as an Alpha distributor, and then some ideas as to how to deal with each one.

All of these responses, though, come much easier if you first learn some basic perspectives and skills. The first perspective that is important to look at is called your Level of Belief.

Your Level of Belief

Your success will hinge largely on your level of belief in four areas. Go through each and rate your belief between 1 (lowest) and 10 (highest). If you find that you can't honestly answer each of the beliefs as a 9 or a 10, then congratulations: you've discovered the main reason why objections will throw you: you have objections yourself that need to be admitted, expressed, shifted through new perspectives, and then eradicated. You will remain very ineffective at handling other people's objections until you have eliminated and handled your own.

BELIEF IN LINGZHI: Rate yourself 1 to 10.

This is the belief in the phenomenal power of Alpha's lingzhi products to radically transform your health and others **like no other herb on earth.**

A 10 here means that you believe strongly that every person should at least try out Alpha's lingzhi for 6 months to see what it can do for them. You believe it is a miraculous herb.

BELIEF IN ALPHAY THE COMPANY: Rate yourself 1 to 10.

This is the belief that Alpha is the absolute best company you or those you bring to Alpha could find in this life time.

A 10 here means that you believe strongly that Alpha is the absolute best vehicle for personal transformation and true financial freedom for you and hundreds of your PSMs for the next 30 years.

BELIEF IN THE NETWORKING MODEL: Rate yourself 1 to 10.

This is the belief that network marketing is a brilliant method for delivering goods, because it offers those without a lot of skill and money to start a business that leads to success far greater than even CEOs of

big companies.

A 10 here means that you believe Alphay's networking system the single greatest system for accomplishing what you want in this life.

BELIEF IN YOURSELF: Rate yourself 1 to 10.

This is the belief that you can accomplish great things in your life and in Alphay. That whatever shortcomings you currently have can be overcome by study, hard work, consistently showing up, and by modeling others who are succeeding.

A 10 here means that you believe that you are fully capable of learning the skills needed to get to the highest levels of success in Alphay.

The hard truth is: unless you can truly eliminate all your hidden and unhidden objections on these four areas, you will not do well in networking. Be honest with yourself; the truth will set you free.

Definition of an Objection

An objection is any statement given in opposition to what is being said and offered. It can come in the form of a question, a concern, a doubt, or a request for more facts. The tone of an objection can be presented in all sorts of emotional states, from a simple neutral refusal (Waiter: "Would you care for anything else?" You: "No thank you."), to dismay, amusement, distrust, sarcasm, cynicism, contempt, provocation, irritation, scorn, and just plain serious doubt of your sanity.

The best way to understand objections is to pay attention to your own over the next few days. Watch how you will often have objections to things and people and ideas, often dozens or even a hundred in a single day. Two things will become apparent:

1. Objections are a critical part of life. Unless you have surrounded yourself with "yes" people who agree to every single opinion and thing you say, dealing with objections is a part of your human experience. If we said yes to every single thing offered to us, we'd vote for everyone, we'd never turn down a date or marriage proposal, we'd buy 100 items every time we passed through a store, and we'd forever tell that waiter that we'll eat whatever he places in front of us.

Objections are a part of the every-day human experience. Learning how to communicate when objections are present is therefore a crucial skill for accomplishing any dream you have.

2. If people offering things to us accepted every objection we give them at face value, no one would ever go beyond their narrow set of beliefs and choices and actions. In the presence of skills, even our strongest initial 'No' can be heard, asked for clarity and distillation, educated, given perspective, and offered a way to change to a "Yes."

People can change their mind.

Try this exercise:

Imagine that you can create two earths, with two identical sets of people, including two of you.

Can you see it?

Good. Now, everything on the two worlds would be **absolutely identical, with one noted exception**: the 'you' on Earth A has your current skills in dealing with objections. The 'you' on Earth B has studied and has improved how to deal with people's initial objections.

Both of 'you' on the two Earths would be approaching the exact same people about Alphay, who have the exact same life circumstances, and the exact same relationship with you.

Again, the only difference on the two planets is that the Earth B you had studied and learned how to listen and answer objections. Everything else is the same.

If we were to compare the two Alphay businesses in 24 months, we would see that many of the same people that you had approached on Earth A—who had said no to your Alphay offer—would be the very same identical people who would have said yes to your Earth B you. Those "yes" people would've had their lives completely changed by the opportunity inherent in Alphay. Their life trajectory would be filled with all that Alphay offers, and you sponsoring them was what made all the difference.

At this point in this two-world exercise, many people say, "Wait a minute. That's not possible. If my friend Susan on Earth A tells me she's not interested in Alphay, there's no way that the same Susan on Earth B would say yes. How would that be possible?" You both approached exactly the same people over those 24 months. You had exactly the same relationship. How would it be possible to get two different results?

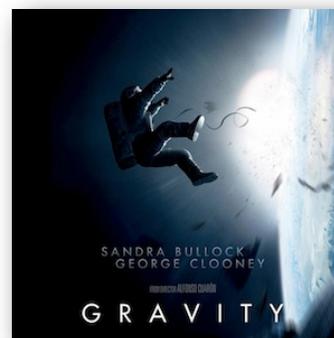
The answer is in how Susan's objections were heard, asked for clarity and distillation, educated, given perspective, and offered a new way to look at it.

Not all objections are written in stone.

The example with Susan above happens every day of our lives, with ourselves and with others.

Someone says, "do you want to go to this movie?" You immediately say, "No, I hate science fiction." In fact, you not only hate science fiction, you now disdain your friend for evening suggesting it, since it's *not true literature*, and you do your best to not think less of your friend for liking it. You've not only objected to going to the movie, you have additional attitude all around the idea.

However, a few days later, your friend mentions this movie on a Facebook post, and in reading the description, you realize, "hmm... it *does* have George Clooney in it." Later that evening, your friend sends you an email with the YouTube trailer, and while you are certain you won't go, you humor your friend by watching it... and are blown away by the story line and phenomenal special effects. And whoa, it's directed by none other than Alfonso Cuarón, who directed one of your all-time favorite movies, "Children of Men." And oh-my-gosh it also stars Sandra Bullock. Suddenly, you make some internal shift and realize that you absolutely must see this movie called *Gravity*.



Wait... what just happened? You were *so certain* that you'd NEVER, EVER go to that science fiction stupid movie. Yet you did a 180° turn and not only went to the movie, you ending up blogging about it, mentioning it on FaceBook, and forcing all your best friends to see it, too.

What happened is that you changed your mind. You got a new perspective. You got more information that challenged your prejudices. And you probably wouldn't have done this had your friend not worked with you to overcome your objection.

People who learn how to deal with objections in an effective, non-reactive, non-defensive, non-offensive way are the Zen masters of their world. They are the leaders, the teachers, the influencers.

The Object of All Objections

No matter what form objections come in, there is one overriding ultimate goal that you are trying to achieve: to get to the point where all objections feel like opportunities for feeling empowered about what you're doing and what you offer.

That may initially seem like an odd goal... to feel empowered by doubts and distrust and sarcastic responses? You'd think the goal of dealing with someone's objection would be to convince them of your awesome opportunity and how you're right, and how they're dumb if they pass this up.

If there is one single thing that must be done in order to build a successful network, it would be learning to create and start conversations that feel as natural as serving coffee, and checking interest. If you are not able to improve your people skills, your ability to accomplish your Alphas dream will remain limited. So: orient yourself to people skills. It'll be the key.

But you can't really convince anyone of anything. You may help get them to a place where they convince themselves, but whether they do or they don't is their business, and their decision. YOU, on the other hand, can only hear them, asked clarifying questions that distill the objection closer to their truth, give a new perspective, educate, and offered a new way to look at it. That's it.

But those things are extraordinarily powerful. They are the reasons for most things written in all history books, and for all great human events. So look at them again. You can only:

- 1. Listen deeply**
- 2. Ask clarifying questions that help distill the concern closer to a truth**
- 3. Give a new perspective and educate.**
- 4. Offer a new way to look at it, and Alpha as the solution.**

Once you really understand this, then a couple of things happen. The first is that you start to relax, and realize that even the worst objection becomes fun. You understand that your goal isn't to convince them. You understand that objections aren't about you, personally.

Furthermore, objections are rarely about facts. Objections are opinions disguised under layers of beliefs. Your job is to uncover what is really being said: listen deeply; ask clarifying questions that distill the objection closer to their truth; give a new perspective and educate; offer a new way to look at it and Alpha as a solution. That's it.

And this is where that weird goal comes in, that the object of answering all objections is to feel personally empowered. Because by dealing with objections through this lens, you have the chance to clear up whatever misinterpretation a person has. It's not being defensive, not being offensive, and not being a lot of things. It's just being empowered.

Ninja level. *Hai.*

To get to that level of Ninja skill in communication, there are some perspectives that help:

1. The objection is never about you. Even if they say it's about you, it's not about you. It's about their opinion usually disguised under layers of beliefs.

2. Your goal isn't to convince them that Alphay is right for them. It may not be and you have to remember that! Your goal is to clear any misconceptions and walk away feeling more empowered than before.
3. If you take offense, or get defensive, or feel rejected, you're doing it wrong. Stop taking anything personally. Just stop. It serves no one.
4. If you're not slightly excited by the objection, you're doing it wrong.
5. If you see them being defensive, back off, because you've gone too fast. Start over and ask them some questions. Get them talking. It may not be time to ask them. Build rapport.
6. If you take the objection at face value (meaning you attach a meaning onto the words they're saying), you're doing it wrong.
7. Listen beyond what they're saying. Find out what that is through clarifying questions.
8. The more they talk, the more comfortable they will feel, and the more you will learn about the questions and concerns they have.
9. If you find the objection confusing, say it back to them. This not only assures them you understand, it gets you to better understand what they're saying.

So much is not done from worrying about what other people think.

When in doubt, use the Acknowledgement Method.

Their Objection: "I can't afford it. "

Your Acknowledgement: "I understand that affording it is a concern of yours."

Your Question: " If it helped with your diabetes, would it be worth it then?" or "What is your diabetes costing you?"

Their Objection: " It costs to much to start. "

Your Acknowledgement: "I understand that cost is an issue for you. "

Your Question: "It costs to much to start compared to what?"

Don't overdo this. But as a way to start to talk with people, it can actually be really effective. I've learned that some times getting right to the point can be more effective. I find what determines my communication style is the level of rapport. At the statement of an objection, I will sometimes show signs of shock, confusion, eyes raised in "you must be joking" and even just looking them straight in the eye and calling a spade a spade. But it all depends on what will build rapport at that moment. When in doubt, use the Acknowledgement Method.

It's a numbers game. But specificity makes the game work.

You have to sow many seeds to get a good crop. That same principal applies when building your team and your network. You can't generate big results unless there is a lot of activity.

But there's no need to contact people without having some analytics put together. Meaning: target who you want, and don't waste your time. Learn to make high impact contact. This brings maximum golden time and more possibilities of being in the right place with the right people.

Be specific about who you want to reach, and get a really solid, targeted list together. And then, really make those calls and send those emails. The more material and intention you get out there, the more chance you have of speaking to those who Alphay is a true godsend.

Know when to quit.

I believe Alphay lingzhi formulas could possibly help every child and adult out there, often in a profound way. Therefore, I want everyone to try it for at least 6 months to see if it can work its miracles. Because if it does, it can change their life. If it doesn't, well, we both gave it a shot.

But not everyone is built to be involved in the building of this Alphay worldwide business. If you don't believe that yet, just wait. I've had otherwise extraordinarily top-of-their-field talented people sign up as PSMs, and quickly show zero gumption and drive to learn the skills needed, or get stuck by some of the very objections we've just covered. I've done this for 25 years, and it still comes as a surprise when I see it. I think, "*They'd be so good at Alphay, and they're getting stopped by that?*"

So I'm telling this from experience: recognize when to quit. There are people who just love their job and their life as it is. They need to do something else and have a different calling. Or they have no drive to change, aren't people-oriented enough, have no interest in catching the Alphay vision, *whatever the reason*. Know when to quit. Trust that we all have a life path that is calling us. Avoid feeling bad for them or you like the plague. It's a horrible use of the time we've been given on earth, and it serves no one. So quickly get out of the conversation and know you did the right thing. It's not only okay to quit, it's an absolute requirement.

Every Objection You'll Get

Here is the list. Below them are the responses to each.

- ◆ **I can't believe you're doing network marketing.**
- ◆ **I just sent you some links that show MLMs are just a scam**
- ◆ **Alphay's products are too expensive; I can get cheaper Lingzhi elsewhere of the same quality**
- ◆ **I don't like network marketing or MLM**
- ◆ **MLM products are overpriced because of the compensation plan**
- ◆ **You just want to make money off of me.**
- ◆ **I'm not that type of person**
- ◆ **That's not for me.**
- ◆ **I don't like to talk to people.**
- ◆ **I couldn't do what you do.**
- ◆ **I don't want to annoy all my friends.**
- ◆ **I'm not a sales person.**
- ◆ **I can't see myself doing this.**
- ◆ **You want me to ask my friends and family?**
- ◆ **I don't do door-to-door selling.**
- ◆ **I'm a lawyer, Ph.D., engineer, doctor, what will my peers think of me?**
- ◆ **My wife/husband is completely opposed to something like this.**
- ◆ **I'm too old/ I'm too young.**
- ◆ **I can't take rejection.**
- ◆ **I want a proper job.**
- ◆ **I make a lot of money, I don't need to do this.**
- ◆ **I don't have the money.**
- ◆ **I don't have the time.**

- ◆ I don't know anybody.
- ◆ All my friends are poor.
- ◆ I have no credibility with people.
- ◆ It's too hard.
- ◆ I don't know anything about this type of business.
- ◆ I don't have a credit card or a check book, I only pay cash.
- ◆ I don't have a car. I don't have a computer.
- ◆ When I'm ready, I'll call you.
- ◆ Nobody really ever makes it in network marketing anyway.
- ◆ How much money are you making?
- ◆ If it's so great, how come it's taking you so long to get a team together?
- ◆ If it were that good, everyone would be doing it.
- ◆ So why do you still have a day job?
- ◆ Only the people at the top make money.
- ◆ Only the ones that get in early make money.
- ◆ I tried MLM before, and it doesn't work.
- ◆ No one I talked to is interested in the product or the opportunity.
- ◆ I've never met anyone who has made money in one of those things.
- ◆ Let me see how you do first.
- ◆ I don't want to get involved in a pyramid scheme.
- ◆ It's illegal.
- ◆ My church/my work prohibits this kind of business.
- ◆ How do you know you'll get paid?
- ◆ How do you know the company is going to last?
- ◆ I need to pray on it. I need to sleep on it. I need to check in on my guides.
- ◆ There are many comparable products on the market.
- ◆ There is not adequate research / documentation on these formulas.
- ◆ It's all about the money and greed.
- ◆ If I can find a few people to sign up in the next few days, then I'll get onboard.
- ◆ I'm not on the Internet, and I don't understand technology.
- ◆ My computer is 8 years old, and it doesn't have a web cam.
- ◆ No one ever really makes a living in Network Marketing
- ◆ People are afraid of mushrooms, and they can kill you.
- ◆ I'm allergic to all mushrooms, and my doctor said to avoid them.
- ◆ I don't like mushrooms at all.
- ◆ I only buy USA products and goods.
- ◆ (and a few more...)

Notes on these responses.

You don't need to use the exact words shown. In fact, the exact words may not really fit the flow of the conversation. *The point is to give ideas on how to think differently about objections.* In some cases, more than one response is provided. This is to help show and remind us of the variety of ways one can deal with objections.

Remember: some people really aren't right for the Alphas business. So as you work through their objections, you'll eventually reach a place where you both see that it's not right for them. At that point, great: you can quit.

The responses below always look so dry on paper; and true, if you said them with a flat intonation, they'd be a horrible way to respond to anyone. So think about ways that you say and use the responses that would actually be an effective way for getting the Prospect to think about what they're saying.

Remember: when asking clarifying questions back to them, there's a certain tone that will create defensiveness and stop rapport... and then there's a certain tone that is pure curiosity and continues the rapport and interest and good communication. Constantly play around with your mental state, your body language, and your voice tone to find the way that conveys and is pure curiosity.

<p>◆ Objection:</p>	<p>"I can't believe you're doing network marketing."</p>
<p><i>PERSPECTIVE:</i></p>	<p>First, realize—beyond a shadow of a doubt—that you have no idea what they're objecting about. You could take wild guesses at it, but at this point, you have no idea. And if you think you do, you're not communicating with the person. Instead, you are off on some wild tangent that you've made up in your head. So stop it, and start asking clarifying questions.</p>
<p>RESPONSE:</p>	<p>"What can't you believe about it?" <i>Remember: when asking things like this, there's a certain tone that will create defensiveness and stop rapport, and then there's a certain tone that is pure curiosity and continues with rapport and interest and good communication. Constantly play around with your mental state, your body language, and your voice tone to find the way that is pure curiosity.</i></p> <p><i>[Then listen to their story around networking. Let them completely spill out whatever horror story they believe, or have seen, or heard about, or imagined, or they themselves were taught when they tried out a networking company]. Then say, "Yeah, that's not this. That's nothing like what we're doing. That's not this."</i></p> <p><i>[Then again, be very quiet. They'll next give you something closer to what their real concern is. Which is the WHOLE POINT of this: to help you both uncover what's true. What is really in the way. So just be quiet and find out the next layer of the onion.]</i></p> <p><i>Then,</i></p> <p>"Had you told me 4 weeks ago that I'd be doing this, I'd have thought you were crazy. But what's being offered here is unlike anything I've seen in my life. And this wave is going to happen whether I'm involved or not. The main reasons I'm doing this are... <i>(then list your main things you're doing this for, and why you would so want them on your team.)</i></p>

♦ Objection:	"Alphay's products are too expensive; I can get cheaper Lingzhi."
PERSPECTIVE:	Everything ever sold has had something cheaper and more expensive. You agree to this. But you believe that Alphay's products are superior and will give a different result than the competition.
RESPONSE:	<p>"Yes, there is <i>definitely</i> much, <i>much</i> cheaper Lingzhi out there."</p> <p>"And if those other products can get the kind of amazing, sometimes miraculous healing results that Alphay's Lingzhi can, then we are speaking apples to apples."</p> <p>"But I've never heard of another company's Lingzhi doing what I've heard over the past few weeks." <i>(report some amazing story you've heard)</i></p> <p>"Lingzhi has been around for over 3,000 years, so yes, there are other products and manufacturers. I've seen 120 caps cost \$19, and I've seen them cost \$120. If they all worked identical to Alphay's, then you're right, we have a problem! But you won't know the difference until you try this one."</p> <p>"Let's go back to why we started this conversation: ... it was because you were looking for a solution for XYZ health issue. ... it was because you were looking for a way out of the hourly wage word."</p>

♦ Objection:	"I don't like network marketing or MLM."
PERSPECTIVE:	You don't know yet what the objection is. It's too general. Questions are required.
RESPONSE:	"What don't you like about it?" <i>(wait for a next-layer response and see if it turns into a completely different objection. Keep asking questions until you get to the bottom truth of their objection)</i>

♦ Objection:	"I'm not that type of person."
RESPONSE:	"What type of person do you think I'm looking for?" <i>(ask in earnest; you & I both want to know!)</i>

♦ Objection:	"I don't want to annoy all my friends." "I don't do door-to-door selling."
RESPONSE:	<p>"Is that what I'm doing right now?" "You mean like what I'm doing right now?" <i>(said with smile)</i></p> <p>"If you start "selling" in the way you mean, I'll stop you from doing that. When you meet the more successful people in our team, you'll see that they're more educators than sellers."</p>

♦ Objection:	MLM products are overpriced because of the compensation plan
PERSPECTIVE:	Over generalization; they're saying every MLM product every produced in the history of humanity.
RESPONSE:	<p>"Do you mean every company ever in history?" <i>(this is meant as humor, to lighten them up and talk more about their objection. Wait for the next layer of the objection...)</i></p> <p><i>And remember: when asking things like this, there's a certain tone that will create defensiveness and stop rapport, and then there's a certain tone that is pure curiosity and continues with rapport and interest and good communication. Constantly play around with your mental state, your body language, and your voice tone to find the way that is pure curiosity.</i></p> <p>"I can't speak for other companies, because that would be an over-generalization. However, it does help if you have a product that is can radically alter someone's health, and that's what Alphay has, and why I'm speaking to you about it right now."</p> <p><i>(if they keep going on about other companies...)</i></p> <p>"Because I'm not a member of other companies, let's keep the talk to just about Alphay, I think that'll help here."</p> <p>"If Alphay's Lingzhi doesn't help you, you are correct: they're too expensive. I would say the same thing for every health product you or I have ever taken in our lives <i>(smile here, raise your eyebrows, again you're going for a bit of levity as well as truth)</i>. But if it can help with your XYZ, then the cost will be the last thing you think about."</p>

♦ Objection:	"You just want to make money off of me."
PERSPECTIVE:	Absurd Alert! You have no idea what they're saying. Use a shocked humorous look on your face.
RESPONSE:	<p>"Sandra, what does that even mean!?" <i>(eyebrows raised, exasperation on your face)</i></p> <p><i>(wait for a next-layer response)</i></p> <p>"Did every boss you ever have "just want to make money off you?" <i>(you're asking to help figure make sense of what their objection is.)</i></p>

♦ Objection:	"I don't like to talk to people."
RESPONSE:	<p>"April, you are talking to me just fine." <i>(pause for some humor hopefully.)</i> "I see you talking to Joe and Amy and Bob just fine. Your motor skills look good to me. I think you may have the wrong idea on what this business is, and isn't."</p> <p>"You mentioned earlier that you were looking for a way out of your current career. You wanted a way to get your kids through school. May I contend that you are fully capable of learning a whole new set of skills, April. And as you can see, we both speak to people just fine."</p>

♦ Objection:	"That's not for me."
RESPONSE:	"What's not for you?" (<i>ask in earnest</i>)
♦ Objection:	"I couldn't do what you do."
RESPONSE:	"What do I do?" (<i>ask in earnest</i>)
♦ Objection:	"I can't see myself doing this."
RESPONSE:	<p>"Doing what?" <i>I've said it before, but it's worth repeating!: when asking things like this, there's a certain tone that will create defensiveness and stop rapport, and then there's a certain tone that is pure curiosity and continues with rapport and interest and good communication. Constantly play around with your mental state, your body language, and your voice tone to find the way that is pure light fascination and curiosity.</i></p> <p>Them: "This Alphay."</p> <p>"What do you think I do in my Alphay business?" (<i>ask in earnest</i>)</p>

♦ Objection:	I'm not a sales person.
RESPONSE:	<p>"I don't think you are, either. But you're a helluva educator, and that's what it takes to be successful at this."</p> <p>"In fact, if you start "selling" in the way you mean, I'll stop you from doing that. When you meet the more successful people in our team, you'll see that they're more educators than sellers."</p> <p>"Look. Set aside your assumptions about what this takes, and what it doesn't take. Come on board and meet some of the others involved. You'll see that they're not sales persons, either. They're just passionate about Alphay, what it can do for people's health, and this idea of getting out of the linear income model."</p>

♦ Objection:	You want me to ask my friends and family?
RESPONSE:	<p>"Heck no... unless they're looking for a way out of their linear income. I find most friends and family aren't interested in changing their income status, and aren't driven to be more successful. Your friends and family might! But if they're not, you don't have to build your network through them."</p> <p>"But wait... do any of them have the kinds of severe health issues that Lingzhi would help get rid of?"</p>

♦ Objection:	I'm a lawyer, Ph.D., engineer, doctor, what will my peers think of me?
RESPONSE:	"Wait (<i>really show your confusion here</i>)... what precisely about what I've shown you is embarrassing?" (<i>you need to know! because you don't, and so far, I don't think they do, either</i>)

♦ Objection:	My wife/husband is completely opposed to something like this.
RESPONSE:	"What part are they opposed to?" <i>(I'm sounding like a broken record here, but you need to know! And so does this person. Help them clarify what exactly is the objection.)</i>

♦ Objection:	I'm too old/ I'm too young.
RESPONSE:	"For what, making that kind of money? <i>(say it with incredulity, as if that's their real concern)</i> . I don't believe that's true, that you're too young to be making that kind of money."

♦ Objection:	I can't take rejection.
RESPONSE:	"What do you mean by rejection?... <i>(let them explain)</i> ... Well, here's what I've found: you're not concerned with people who aren't interested. You're more interested and focused on those who are looking exactly for what Alphay offers: financial freedom. "Also, I've seen how you have learned skills in the past. Learning how to speak to people and not care whether they say yes or no is just another such skill. Let's do this: come onto some of the trainings that my team are doing, and see if there's a way to ignite your desire for a better life than where you're going in the next year."

♦ Objection:	I want a proper job.
RESPONSE:	"Well, first, yes! by all means, we'll all need steady income while we build our networks, so I wouldn't suggest that you only do Alphay. Instead, what I'm suggesting is what I'm doing myself: working my day job, and then building a way to be able to quit that day job in a couple of years, and live just off the residual income."

♦ Objection:	I don't have the money.
RESPONSE:	"Wait... first, it's just \$35 to join. You can start building a business with just that. "Second... you told me you were wanting to build a new lifestyle that gave you a different way to earn money other than your hourly wage. How much cheaper were you expecting it to be?" <i>(Let's say they ask about the different status levels (ie, the \$499 Gold, the \$999 Platinum)</i> "True, you'd be earning more money in the first few weeks if you could come in at Gold. But don't let that stop you! You have 8 weeks to get to Gold!" <i>(Be willing to CALL people on their bull poop responses, like this objection. When someone says they don't have enough money to start their business with Alphay, they're not thinking clearly. Even if they wanted to become a carpenter, they'd need to start with at least a belt and a hammer and a square (around \$100). Be willing to give people "that look" if they give you a really dumb objection that isn't true, and is just them being scared. Like this one.</i>

<p>◆ Objection:</p>	<p>I make a lot of money, I don't need to do this.</p>
<p>RESPONSE:</p>	<p>"But is the money you make residual? Do you have the same ability to walk away from working and retire, like you do with Alphas?"</p>

<p>◆ Objection:</p>	<p>I don't have the time.</p>
<p>RESPONSE:</p>	<p>"You don't have the time to do what?"</p> <p><i>(don't overlook this response! This is quite powerful. Be sure to look them right in the eye if they say this objection. Because they're basically saying that they're working TOO HARD! Which is the whole objective to the Alpha business. So listen carefully to what they have to say to that. Because it'll become the very illogical point to their logic and you can put that back on them)</i></p> <p>"Ok. I get that you are working too much, and you don't have a retirement plan, and you're not earning enough money... but listen to what you're saying. You either want out of your predicament of "I have no time" ... or you don't. Which is it? I'm fine if this isn't the real reason you don't want to look at Alpha as a career. But I definitely want the truth, not something that doesn't make sense!"</p> <p><i>This objection comes only from people who've always worked linearly, and the concept of working like "Rich Dad, Poor Dad"—meaning learning to work smarter, not harder—has never crossed their mind. You'll need to try and show them how this is different.</i></p> <p>"Neither do I. But that's why I'm doing this. I'm tired of not having enough time. And I see the writing on the wall. Working the same way I've worked for the past 20 years guarantees that I will never have my time back. I'm tired of being a slave to the clock, and to my job, and to linear income."</p>

<p>◆ Objection:</p>	<p>I don't know anybody.</p>
<p>RESPONSE:</p>	<p><i>This objection generally comes from someone who's never worked for themselves, and their objections are actually "I have no idea how I can do this, how to talk to people, what I'd do, how to be this person."</i></p> <p>"Hmm. Am I the only person you know?" <i>(just an attempt at levity...)</i></p> <p><i>They respond with something...</i></p> <p>"Ok, I hear that... but do you want out of your predicament of no money and time? Because you're either serious about wanting what I've been telling you, or you're not that interested in changing. Because meeting new people is not that hard of a thing to do in life. Let me ask you something... is that the real honest reason? Or is there something else going on?"</p> <p>"How many do you think you'll need?" <i>[then listen to their answer]</i> "You don't need that many. You only need 3-5 networkers to build a network. Do you know people who would like to work from their homes in their spare time? Do you know people who'd like to make \$800-1500 a month in spare income?"</p> <p>"Let's build your story and put it out to the few people you have. If you really don't get any response in 60 days, then at least we gave it a good shot." <i>And this is true; some people may not be willing to get good at this business. but I always want them to try for 60 days. In that time, if you can get 1 or 2 people interested, that can be enough to get things started.</i></p>

♦ Objection:	All my friends are poor.
RESPONSE:	"What does <i>that</i> have to do with you creating wealth?"

♦ Objection:	I have no credibility with people.
RESPONSE:	"What do you mean by credibility? And whatever you're going to tell me... why do you think that will prevent you from creating wealth?" <i>(find out. Because you don't know, and they need to expand on whatever they're thinking)</i>

♦ Objection:	It's too hard.
RESPONSE:	" <i>WHAT</i> is too hard?" <i>Them: "this business."</i> "What do you think is required in this business that is too hard." <i>Them: "Well, you're like selling." (ah! now you're starting to get closer to the heart of their objection. You're actually still not there! But at least you're closer than you were.)</i> "Does what we're doing here feel like selling to you?"

♦ Objection:	I don't know anything about this type of business.
RESPONSE:	"So what? Have you ever been in a situation where you didn't know something, and then you learned about it and got trained in it, and then you did know how to do it?" "I will train you how to do it. I'm learning about it myself! I just started x months ago. But my team is amazing, and they're

♦ Objection:	I don't have a credit card or a check book, I only pay cash.
RESPONSE:	"Are you interested in creating wealth?" <i>(if yes...)</i> "Then it's time you become legit." <i>(If they say they want to remain in a cash-only system...)</i> "So you're saying that where I'm going with Alpay is not where you want to go? And you're not interested in joining this team? I just want to be really clear before I move on."

♦ Objection:	When I'm ready, I'll call you.
RESPONSE:	"That would be fine, Bob. Do you want me to send you what I'm making at the 1 year mark, and then at the 2 year mark? Just as inspiration?"

<p>◆ Objection: I don't have a car. I don't have a computer</p>	
<p>RESPONSE:</p>	<p>"Do you want one?"</p> <p><i>(if they say yes...)</i> "well, good news: you don't really have to get the car any more, with the way we build a business. And yes, a computer is going to be the key. But can you borrow one? Use the one at the library? Let's look on Craigslist and see what a good used one will cost. How much can you save up over the next few weeks? How badly do you want success?"</p> <p>"And just to be clear: I'm find if you're saying that you don't want to go where I'm going with Alphay, and you're not interested in joining this team. But I just want to be really clear before I move on."</p>

<p>◆ Objection: Nobody really ever makes it in network marketing anyway.</p>	
<p>RESPONSE:</p>	<p>"Are you being serious, or just making a joke?"</p> <p><i>Let's say they respond with "I'm serious, no one actually succeeds in this kind of biz."</i></p> <p>"Then you need to talk directly with my upline. I want you to speak directly to him, through a video conference. I have his personal phone number and can set up a call this week, I'm sure of it. What would be some good times?"</p> <p><i>They either give you a time, and we all talk together. Or they back shuffle and give you some other objection, like, "well, maybe SHE/HE makes money in this, but that's because..." And GOOD: now you're getting closer to their real objection.</i></p>

<p>◆ Objection: How much money are you making?</p>	
<p>RESPONSE:</p>	<p>"Ha! My last check was for... let me see.. \$56 and 15 cents. As you can see, I'm just starting out." <i>THEN BE QUIET. STOP TALKING. LET THE SILENCE HANG IN THE AIR. Why? Because you don't know what their objection is! And you want for them to say it to you. Don't guess, don't stumble forward with something you make up. Just learn to be extraordinarily comfortable with silence to find out what they say next.</i></p> <p><i>If it helps, eventually say,</i></p> <p>"Wait... are you wanting to see me successful at this before you yourself start?"</p> <p><i>Let's say they say some form of yes.</i></p> <p>"Is there a monthly figure you'd need me making before you say yes? What is that number?" <i>(let's say they give you a number.)</i> "Ok, I think that's doable! But just be clear: you're saying you will join my team in Alphay once I'm making \$xyz a month in residual income, is that correct?"</p> <p>"One other thing I want to point out, Susan: the logic you're applying here is interesting: imagine that if everyone you bring into your network did this. You'd have everyone waiting for their sponsor's success... before they themselves join in. It's certainly one road to success. But it doesn't make a lot of fiscal sense."</p>

<p>◆ Objection: If it's so great, how come it's taking you so long to get a team together?</p>	
<p>RESPONSE:</p>	<p>"Because I'm new at this, and I've never done anything like this before." <i>Now be quiet. Just let that truth set in. Don't speak until they speak again. You don't need to prove anything to any body.</i></p>

♦ Objection:	If it were that good, everyone would be doing it.
RESPONSE:	"Is that a serious statement you're making?" <i>If yes...</i> "I don't think that's how opportunities work. Opportunities work precisely BECAUSE everyone isn't doing it, and everyone doesn't know about it yet." <i>Now be quiet. Just let that truth set in.</i>

♦ Objection:	So why do you still have a day job?
RESPONSE:	"Oh, it'll take me a couple of years to build up my network where it'll replace my income. This isn't a get-rich scheme. It's a serious opportunity."

♦ Objection:	Only the people at the top make money.
RESPONSE:	"That's mathematically not true and I can show you why. You can definitely make more money than me, and I'm 'at the top' compared to you. Also, I know people who were signed up in the very first few weeks of Alphay coming to the US, and I currently make more money than them" <i>(And you know this, because some of of the people that I brought over to China are currently making right around \$0 per year.)</i>

♦ Objection:	Only the ones that get in early make money.
RESPONSE:	"That's mathematically not true, and I can show you why. You can definitely make more money than me, and I got 'in earlier' than you."

♦ Objection:	I tried MLM before, and it doesn't work.
RESPONSE:	"Let me be sure I heard you correctly: you're saying that you signed up as a member in another company that used a networking structure for compensation, and because you didn't make any income in that particular company years ago, logic will tell us that you therefore would never be successful at it again in your entire lifetime. Do I have the logic correct?" <i>Say this with respect, but also with clarity.</i>

♦ Objection:	No one I talked to is interested in the product or the opportunity.
RESPONSE:	"That's mathematically not true."

♦ Objection:	I've never met anyone who has made money in one of those things.
RESPONSE:	"Let's get my upline on the phone. It may help to actually meet with someone who's not only made money in the past in one of these things, but is making money now in Alphay."

<p>◆ Objection:</p>	<p>Let me see how you do first.</p>
<p>RESPONSE:</p>	<p>"Haha! I love it. That actually sounds like a good idea. What would be a good monthly residual income that we can use as a marker?"</p> <p><i>They give you some number...</i></p> <p>"Ok, sounds good. So to be clear: you're saying you want to hold off on getting into a good position in my network, until I myself make that \$xx amount of residual income, do I have that correct?"</p> <p><i>They say yes.</i></p> <p>"Ok, this could be fun. Lets do that. I'll contact you once I get to that place. Last question: if I reach that number, will you then get involved, or will it be one of those things where you'd still need to think about it? I'm asking because I want to know if this is really the objection that is getting in your way from seeing what Alphay is. I really do want to know."</p>

<p>◆ Objection:</p>	<p>I don't want to get involved in a pyramid scheme.</p>
<p>RESPONSE:</p>	<p>"What's a pyramid scheme?" <i>(have a questioned look on your face)</i></p> <p><i>(I can not tell you how important it is to ask this, not only for this objection, but for MANY objections that have words whose meaning could mean 40 things. Do NOT try to take a stab at the particular meaning they've put onto a word!)</i></p> <p><i>So they give you their definition...</i></p> <p>Oh, gotcha. No: Alphay is not a pyramid scheme. <i>(then be quiet)</i></p>

<p>◆ Objection:</p>	<p>It's illegal.</p>
<p>RESPONSE:</p>	<p>"Wait... WHAT is illegal? My company? " <i>(have a questioned look on your face)</i></p> <p><i>Let's say they say yes...</i></p> <p><i>(pause, just looking at them incredulously, for a good 5 seconds; you want them to feel the weight of what they just said, no different than if you suddenly said to a friend, "I think you rob banks.>").</i> "You're thinking I would do all this research into a new career and then come up with something that is illegal, am I hearing you correctly?"</p> <p><i>Let's just say they still say yes...</i></p> <p>Gotcha. (long pause). Ok, what information would help you to realize that this 42-year old billion-dollar company isn't illegal." <i>(then be quiet)</i></p>

♦ Objection:	My church/my work prohibits this kind of business.
RESPONSE:	<p>"What kind of business?"</p> <p><i>Let's say they say network marketing.</i></p> <p>"Are you saying that your beliefs would not allow you to join my team and create residual income with Alphay?"</p> <p><i>Let's say they say yes, that is exactly correct.</i></p> <p>"Are you ever willing to examine those beliefs?"</p> <p><i>Let's say they say no.</i></p> <p>"Ok, I appreciate very much that kind of clarity. I think it's completely crazy, but I appreciate you telling me."</p>

♦ Objection:	How do you know you'll get paid?
RESPONSE:	"Because every sale gets recorded immediately in the Back Office and you get paid weekly and then monthly."

♦ Objection:	How do you know the company is going to last?
RESPONSE:	"Well, I don't know anything about the future, including how long I'll live on earth. However, I one of the most important things I had to do for myself is ask the same question. I wanted this to be the last career I'd ever do. And here's how I came to the conclusion that Alphay was going to be around for the next 20-30 years..."

♦ Objection:	I need to pray on it. I need to sleep on it. I need to check in on my guides.
RESPONSE:	"Sounds good. Do you want me to call you in a few days, or do you want to call me? Either way, let's make a solid yes or no, so we can both be clear on the decision."

♦ Objection:	There are many comparable products on the market.
RESPONSE:	<p>"Yes, Lingzhi's been around for over 3,000 years. But what is your concern with that?"</p> <p>"Is your concern that a year from now there won't be tens of thousands of people using Alphay's particular Lingzhi products? Or is the concern more that none of those thousands of people will be in our organizations?"</p> <p><i>"No, my concern (something about competition)..."</i></p> <p>"Competition will always be a part of every category of business. Just like some people drive Fords, and some will drive BMWs."</p>

<p>◆ Objection:</p>	<p>There is not adequate research / documentation on these formulas.</p>
<p>RESPONSE:</p>	<p>"Adequate enough for what?" <i>Remember: when asking things like this, there's a certain tone that will create defensiveness and stop rapport, and then there's a certain tone that is pure curiosity and continues with rapport and interest and good communication. Constantly play around with your mental state, your body language, and your voice tone to find the way that is pure curiosity.</i></p> <p><i>They say something...</i></p> <p>"Is the concern that people's own empirical results aren't enough to get to the amount of money you want to make?"</p> <p><i>They say something.</i></p> <p>"Here's something to consider: in a year from now, Alphay will have 10s of thousands of members in it, and they're going to be in someone's network. My plan is to make as many of them in your network, and my network, as I can. A few years after that, the numbers will be much higher. All of them will be there with the existing research and documentation. It's just something to think about."</p> <p>"If you'd like, you can wait for adequate research and documentation before starting into this business. Would you like to do that?"</p>

<p>◆ Objection:</p>	<p>It's all about the money and greed.</p>
<p>RESPONSE:</p>	<p>"What does that mean?"</p> <p><i>They say something.</i></p> <p>"Is your concern that the only reason Alphay exists is to make money?"</p> <p><i>Let's say they say yes.</i></p> <p>"Well, that's easy to answer. There are people who have gotten profound changes in their health. They would be using Alphay Lingzhi products, even if there were not a compensation plan." <i>Now, be quiet. Let silence enter and wait for their next layer of this objection to emerge.</i></p>

<p>◆ Objection:</p>	<p>If I can find a few people to sign up in the next few days, then I'll get onboard.</p>
<p>RESPONSE:</p>	<p>"Wait... I want to be sure I'm hearing you correctly: you're saying that your decision to be successful in this company that I'm in, will revolve completely on whether or not a few people that you know will say yes or no, <i>in the next few days??!!</i>"</p> <p><i>Wait for their response.</i></p> <p>"Are you being serious?"</p> <p><i>Let's say they say yes.</i></p> <p>"May I speak frankly, Amy?" <i>Let's say they say yes.</i> "Becoming successful requires a deeper methodology than talking to a few select people, over the course of a few days. If you really want out of the predicament you are in, and you have any inkling of what Alphay is offering, can I plead with you to think about this in another way?" <i>I'd smile at this point!</i></p>

♦ Objection:	I'm not on the Internet, and I don't understand technology.
RESPONSE:	"I can teach you how. It's awesome and easy, and I'll walk you step by step through the process."

♦ Objection:	My computer is 8 years old, and it doesn't have a web cam.
RESPONSE:	<p>"Do you have the money to purchase a new one? It'll be the only office expense you'll have." <i>No, I don't have the money.</i></p> <p>"Do you still want to build a business, or do you want to have the lack of a computer as the reason you don't want to start?" <i>I'd like to start, but I can't imagine doing it without a computer.</i></p> <p>"What if I showed you a way to start building your Alphay business, even without that computer?"</p>

♦ Objection:	People are afraid of mushrooms, and they can kill you.
RESPONSE:	<p><i>Look at the person for a few silent seconds. You want the weight of the craziness of that statement to settle in first.</i></p> <p>"I want to be sure I'm hearing the concern correctly: are you saying that the reason you're not interested hearing more about this billion dollar company that I'm going to be working with over the next few years is because you believe that too many people are afraid of mushrooms? And that people believe that mushrooms will kill them? Do I have that correct?" <i>Yes, that's my concern.</i></p> <p>"Do you personally believe that Lingzhi mushrooms will kill you? May I ask what this belief is based on?"</p>

♦ Objection:	I'm allergic to all mushrooms, and my doctor said to avoid them.
RESPONSE:	<p>"Fortunately, that's a non issue; you'll be okay. Allergies and non-mushroom diets only refer to the range of mycelium classified as culinary mushrooms. There are just over 14,000 known species of known mushrooms; out of those, about 50 are culinary. Alphay deals instead with the very specific range known as medicinal mushrooms."</p> <p>"Just as hallucinogenic and the poisonous mushrooms are in separate sub-classes, the same goes for medicinal mushrooms."</p>

♦ Objection:	I don't like mushrooms at all.
RESPONSE:	<p>"Wait... you're going to not look at this billion dollar business because you don't like mushrooms?" <i>They say something...</i></p> <p>"But you've never tried Lingzhi mushrooms before. They're one of the true miracle herbs of the world."</p>

<p>♦ Objection:</p>	<p>I only buy USA products and goods.</p>
<p>RESPONSE:</p>	<p>"Wait a minute, Jerry. If you're driving a car, that's just simply not true. If you own a cell phone, that's also not true, then. Same if you own a computer, of any make at all. I could go on with clothes, furniture, the pen your drawer, the silverware in your kitchen."</p> <p>"I'm actually interested in your concern, Jerry, but it can't be that, because it's not true; we live in awesome world economy right now, and you and I are both deeply involved in it."</p> <p>"So what is the actual concern about this business that you have?"</p>

<p>♦ Objection:</p>	<p>I just sent you some links that show MLMs are just a scam.</p>
<p>RESPONSE:</p>	<p>"I saw and read those... wait, do you think that Alphay is a scam? What are you basing that accusation on?"</p> <p><i>Get them to be very specific here. Get details by asking more and more probing questions. You need to know what's underneath their fear.</i></p>

<p>♦ Objection:</p>	<p>How can I trust what the company says?</p>
<p>RESPONSE:</p>	<p>"Like what. Give me an example."</p> <p><i>"Well, like everything! How do we know that (they then say one particular thing/example.) Once they say the exact example, deal with that.</i></p>

<p>♦ Objection:</p>	<p>This sounds way too complicated.</p>
<p>RESPONSE:</p>	<p>Laugh: "If it were too complicated, I couldn't be doing this!"</p> <p>"...but give me an example. What part of the business sounds like something you wouldn't be able to learn."</p> <p><i>"Well, like everything! How do we know that (they then say one particular thing/example.) Once they say the exact example, deal with that.</i></p>

<p>♦ Objection:</p>	<p>I am afraid of getting sued if someone gets sick from the products</p>
<p>RESPONSE:</p>	<p>"Is that really the one thing that would prevent you from joining us, this fear of getting into legal trouble?" <i>Remember: when asking things like this, there's a certain tone that will create defensiveness and stop rapport, and then there's a certain tone that is pure curiosity and continues with rapport and interest and good communication. Constantly play around with your mental state, your body language, and your voice tone to find the way that is pure curiosity.</i></p> <p><i>If they actually say yes...</i></p> <p>"Ok, good to know. Well, that's easy to answer. We members aren't liable for suggesting products to people. It's not the way the law works. We are no different from recommending a movie to a friend, and then getting compensated from the company for that recommendation. Even if the person got sick from watching a horrible movie, we couldn't be sued for suggesting the movie to them."</p>

♦ Objection:	How can I trust what the company says?
RESPONSE:	"Like what. Give me an example." <i>"Well, like everything! How do we know that (they then say one particular thing/example.)"</i> <i>Once they say the exact example, deal with that.</i>

♦ Objection:	The little guys never can make these schemes work.
RESPONSE:	"I'm not quite sure what you mean, but do you consider yourself a little guy?" "Would it help if I introduced you to a few little guys who are making this scheme work?"

♦ Objection:	I'm saving all my money for my son/daughter to go to college.
RESPONSE:	"Well, fortunately, this business doesn't require a big investment, so you can continue saving all your money for that college fund." "But let me ask: is a way to make more money something you're interested in, or is that something you are wanting right now?"

♦ Objection:	I'm saving all my money for my son/daughter to go to college.
RESPONSE:	"Well, fortunately, this business doesn't require a big investment, so you can continue saving all your money for that college fund." "But let me ask: is a way to make more money something you're interested in, or is that something you are wanting right now?"

♦ Objection:	My town is too small to make this work.
RESPONSE:	"That's precisely why I'm doing this business, because it has nothing to do with the size of the town each of us live in." <i>Now be very quiet. Stop talking. Let that truth set in until they respond again.</i>

♦ Objection:	I can buy supplements like these cheaper from the lady down the street
RESPONSE:	"Wait... you've never tried Alphay's formula before."

♦ Objection:	I am afraid that the company will get investigated like other network companies
RESPONSE:	"Would it help if I worked the business first for a few years, to see if it would get investigated? And then you come in?"

♦ Objection:	I don't like high-pressure selling
RESPONSE:	"Oh, I'd be mortified if Alphay success required high-pressure selling!" <i>Now shh. Let them speak.</i>