



Goal Plan

Mastering Objections

One of the most dreaded challenges facing new, upcoming, and even experienced network marketers is answering everyday objections associated with building their business. The inability to successfully answer objections can be devastating. If a person falters when faced with an objection, self-confidence and belief levels plunge, enthusiasm deflates, and any momentum virtually stops.

Within six short weeks of implementing this Goal Plan, you'll become a master at answering objections. You'll never flinch or cringe again when dealing with an objection by a prospect. Instead, you'll welcome the opportunity to confidently use your newly developed skill to address your prospect's concern and then excite them about the possibilities of learning more.



Target Area

Launching and Growing Your Business

If in the early stages of business development you enjoy a positive return on your investment of both time and money—you'll remain focused and committed to your business.

This is one of a number of Goal Plans specifically designed for you, as a network marketing distributor, for The Six-Week Action Course™. By following these Goal Plans, you will acquire the tools to enthusiastically, confidently and productively launch your business. This Goal Plan was designed to guide you to effectively answer objections. You will want to master this one tool. When you do, you will bring more and more people to your finish line—signing on as a new distributor or as a customer, and thus ensuring continued growth and lasting success for your business.

Goal Category

Mastering Objections

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Your Goal

Master 12 Responses

You will master responses to 12 common objections associated with your business. Enter the following goal into your Goal Plan Worksheet in your Action Course workbook:

My Six-Week Goals		
Goal Category	Goal	Actual Result
<i>Mastering Objections</i>	<i>Master 12 Responses</i>	

*An objection is
nothing more
than a question
in disguise.*





*Learn the
L.I.S.T.E.N.
process—the
better you learn
this, the sooner
you will master
objections.*

Measuring Your Goal

You will earn 100% of your goal for this Goal Plan when you have mastered responses to 12 objections. Each objection is worth 8.34% ($100\% \div 12 = 8.34\%$). Therefore, when you master answering two objections per week, you are on target to achieve 100% of your goal. Each week at your team session, enter the total of percentages earned onto your Scratch-Pad Worksheet for “Achieved to date.”

How to Achieve This Goal

When your teammate(s) are satisfied that you have successfully responded to an objection (using the six-step process outlined in your *L.I.S.T.E.N.* program), you will earn 8.34%. If time permits, present your response(s) to the entire team; otherwise, at least one teammate must be satisfied with your response(s).

Resource Materials

Enclosed as part of this Goal Plan is the following resource:

L.I.S.T.E.N.™ — *A Six-Step Process. Your Guide to Successfully Answering All Objections* audio tape and workbook with John Kalench, Kirsten Park and William Todd

How to use this resource:

During the first week of your Action Course, listen to the entire program. We recommend you listen to the program three times, at least once while reading the workbook and taking notes. When reviewing the workbook, pay special attention to the six-step *L.I.S.T.E.N.*™ process. Learn and understand each step of the process—commit it to memory.

The workbook may help you create your list of objections, one of your Projects for this Goal Plan. Don't be overwhelmed by the *L.I.S.T.E.N.*™ process. Remember, you only have to tackle two objections per week. You can do it!

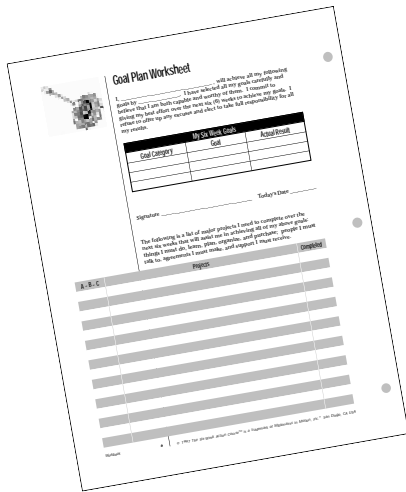
The *L.I.S.T.E.N.*™ workbook contains useful Learning Tips on page 5. Use these tips—the better you learn the *L.I.S.T.E.N.*™ process, the sooner you will master objections.

PROJECTS

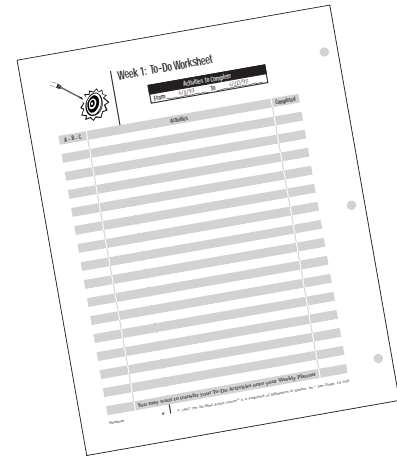
List all major projects designed to support your goal—what you must do, learn, organize and purchase, people you must talk to, agreements you must make, and support you must receive.

The following is a list of recommended projects that will help you fulfill the requirements to achieve 100% of your goal for this Goal Plan. But remember, this is **your** Goal Plan. Use your imagination and ask for help from your teammates to brainstorm, select, and prioritize bonus projects to do *in addition to* your 100% projects. Any additions should: complement the projects listed; satisfy the objectives for this Goal Plan; and contribute to your learning the ideas to a greater degree—which would proportionately add greater results for you! Transfer your list of projects to your Goal Plan Worksheet in your Action Course workbook.

- Review your *L.I.S.T.E.N.*[™] program each and every week.
- Learn from the experts. Contact experienced distributors/leaders for fresh and proven ideas in responding to objections. Ask permission to record their responses.
- Identify, list and practice responding to 12 objections common to your business.
- Acquire tools to support you in practicing responses to all objections (i.e., mirror, tape recorder, video camera, etc.).
- Arrange for a team member to role-play with you throughout the six weeks.
- Set up a quiet calling/practicing area.
- Gather resources that include factual information to support answering objections.



Transfer your list of projects to the Goal Plan Worksheet in your Action Course workbook.



List project activities on the To-Do Worksheet in your Action Course workbook.

Any To-Do's not completed must be added to your next week's To-Do list.

TO-DO's

You must complete a number of smaller steps or To-Do's relating to projects in this Goal Plan—projects you have recorded on your Goal Plan Worksheet. You are responsible for identifying and listing your To-Do's WEEKLY. Only you can decide what must be done to complete your projects. Review your projects regularly to check your overall progress and to determine your To-Do's for the week.

List the activities on your weekly To-Do Worksheets and cross them off when you complete them. Any To-Do's not completed must be added to your next week's To-Do list. Your To-Do's might include:

- Listen to my *L.I.S.T.E.N.* audio tape
- Read my *L.I.S.T.E.N.* workbook
- Select two objections to master this week
- Write and practice responses to this week's two objections
- Set up a role-playing session with a team member and record it
- Review recording and improve my responses
- Compile a list of experienced distributors/leaders to contact for fresh ideas; obtain their phone numbers
- Call experienced distributors/leaders and have tape recorder handy for those I can record
- Incorporate what I've learned from experienced distributors/leaders into my responses





If you really
want to learn
something—
teach it to your
teammates!

Other Suggested Resources

The Greatest Opportunity in the History of the World by John Kalench, has helpful ways of answering objections relating to the industry, especially the “pyramid” objection.

Being the Best You Can Be in MLM by John Kalench, has a entire chapter dedicated to answering objections.

We Create Millionaires excerpt from **Success Magazine** highlights testimonial stories of highly successful individuals in the industry.

All of the above are available from MIM, Inc. at 1-800-388-1738.

Future Choice book and ***Business is Booming*** brochure by Michael Clouse, available from **Upline™ Resources**, provide industry facts and statistics. **Upline™** also has a comprehensive resource catalog of programs and books related to network marketing and self-improvement. Call 1-800-800-6349 to request a catalog or visit **Upline™** online at www.upline.com.

OPTIONAL:

How to Use This Goal Plan As a Topic For Your Team’s Training Agenda

Your team will gain great benefit when you present *Mastering Objections* as part of the training agenda. For your session, we suggest any of the following:

- Present the *L.I.S.T.E.N.™* process in detail. Use a visual aid (board, chart, overhead, handout, etc.) to illustrate each step.
- On a flip board list common objections.
- One objection at a time, have team form responses using the *L.I.S.T.E.N.™* process.
- For each objection, choose the most enthusiastic team member to participate in a role-play from the front of the room. You assume the role of the prospect.

CLOSING

When you have completed all the steps in this Goal Plan, you will be a master at answering objections. When objections are no longer obstacles, you can more easily move prospects to make and then act on their decisions. Thus, you will create more customers and distributors to build your network—you will then create a thriving business and the lifestyle you desire.

By providing you with proven techniques, training and support systems, we at MIM, Inc. support you in your endeavors. We sincerely wish you the best as you reach for and achieve your goals and dreams through the network marketing industry.

We look forward to receiving your Evaluation Form from the back of your workbook, including your success story relating directly to this Goal Plan. Feel free to call us at 1-800-388-1748 for your continuing education and support.