

HANDLING OBJECTIONS

Please read believe and don't forget: *Be back bring back no greenbacks!*

Overcoming Objections

Please refer to the sales circle to understand the importance of handling objections and the path the sales process follows...

When the person brings up an objection what they are saying is, "sell me more". This is where we separate the good closers from the fair closers. You will have to first overcome the objection with a good strong rebuttal, then re-enthuse to the buying points for overcoming the main objections, they should be memorized and brought out to the prospect word for word. Never, ever antagonize the prospect, as a membership sale is never gotten after an argument.

Basic Rules

1. An objection is a polite way of saying, "I'm not sold yet".
2. Do not get upset when you hear an objection, be prepared.
3. Remember a question is not an objection.
4. Listen to the objection and do not interrupt. You need to know the basis of the objection.
5. Agree with them by saying I understand (This will relax the prospect) then go back and sell benefits of program and close again. Or answer the objection and close again.
6. You should close 7 times before giving up as statistics show most sales are closed on the 4th and 5th. Always use the closing card.
7. Do not wait for the prospect to ask you to enroll. After you have answered the objection, close.
8. You will sell them with your enthusiasm, sincerity and persistence. Don't give up...
9. If after all your efforts have failed, thank prospect for coming in and seeing the club. Give them a guest pass and tell them you hope to see them again. Walk them to the door and thank them again for coming in.

ELIMINATING OBJECTIONS

A path without obstacles probably leads nowhere

Welcome Objections

Do not be afraid of objections. Through a prospect's objections he or she is telling you exactly what his or her needs are, what the prospects fears are and what they object to. The only way to sell a prospect is to find the real x factor (the reason to buy). You want to uncover the objections and deal with them as you are proceeding with your presentation. Your job in the course of your presentation is to find out what objections there are and eliminate them before you try and close the sale. The Life-Style Profile form is designed to eliminate objections before you get to the membership rates and your close. As you are eliminating objections get the prospect to agree with what they say. Sometimes you might have a very defensive prospect and the more you talk about the club and exercise program the more defensive they become and give you more reasons why he or she does not need the exercise program. Always talk about the person's needs and wants; people love to talk about themselves. You will be surprised how much a person will reveal when you ask questions about what they want.

Strategy 1: See the objections as a question

As a sales counselor your job is to give the prospect the facts, advantages, and benefits of the program. When a prospect raises an objection, you should assume that the prospect has not really voiced an objection, but rather has asked for more information.

Example:

Prospect: "Your rates are too high".

Sales counselor: Assume the prospect asked, "Why are your rates so high? "When you think this way, you can tell the prospect why they are higher without sounding defensive.

Example:

Prospect Objection: "I have to think about it", the real question behind the objection "Is it worth it?"

Example:

Prospect Objection: “I can exercise at home” the real question behind the objection “Will exercise equipment benefit me more and help me achieve my goals easier and faster?”

Strategy 2: Turn the objection into a reason for buying

No matter what the objection is, you can start your answer by saying, “Why, Mr./Mrs. Prospect that is the very reason you should enroll.” This sales technique was taught years ago to the National Cash Register salespeople. When a person states an objection, he reveals his principle reason for not enrolling. If the sales counselor can turn that objection into a reason for enrolling, there is an excellent chance to get the sale.

Example:

Prospect Objection: “I don’t have time, I am too tired and busy to exercise.”

Sales Counselor: Answers with “That is the very reason you should enroll. The fact that you’re so busy and tired means that you need the extra energy that exercising and getting in shape will give you.”

Strategy 3: Smoke out all important objections

If you feel that the prospect has some reason for not getting started that he or she has not stated ask what it is.

Example:

Sales Counselor: “What is the reason you are not enrolling today?”

Prospect: (states his or her objection whatever it is)

Sales Counselor: “Is that the only reason?”

Prospect: “Yes”

Sales Counselor: Then if (eliminates objection) “you would enroll today right?”

Prospect: “Yes”

It is important to get the prospect to say yes to this last question because it indicates a commitment to enroll. If the prospect doesn't say yes, question him/her as follows:

Sales Counselor: "Is (restate the objection) the only reason stopping you from enrolling today?"

Prospect: "Yes"

Sales Counselor: Then if (eliminate objection) "would you enroll today?"

Prospect: "No"

Sales Counselor: "Then there must be another reason, right?? What is it?"

This forces out the real objection

Prospect: "I have to talk to my husband."

Sales Counselor: "Is that the only reason you won't enroll?"

Prospect: "Yes"

Sales Counselor: "I am sure your husband wants you to feel good about yourself and would be supportive of you wanting to lose the weight and inches and improve your health, right?"

Prospect: "Well, yes"

Sales Counselor: "Good, let's get you started and your husband will love the way you are going to look."

Strategy 4: Eliminate objections with questions

If you try to overcome objections after your presentation with arguments, you may win the argument but lose the sale. You always want to eliminate the objection through questions at the beginning and through out the presentation. The Life-Style Profile sheet has been designed to accomplish eliminating objections up front at the beginning and throughout your presentation.

Objection: I live too far away.

Question: I see from your address that you are not far from the club, right? So, you will be able to use this location, right?

Objection: I don't have the time.

Questions: Do you have 30 minutes 2-3 times per week to achieve the goals you want?

Objection: I don't need it.

Question: What results are you looking for?

Objection: I'm not ready to start.

Question: How soon would you like to start seeing results?

Objection: I have to ask my husband/wife.

Question: Do you make your own decisions about your body, health and fitness?

Strategy 5: Denying the objection

If the objection is obviously untrue, you can smile and say, "Of course I don't believe that." Or "Of course you don't mean that, Mr./Mrs. Prospect."

Prospect: "The LA Fitness club or other has better equipment."

Sales Counselor: "I don't believe that."

Strategy 6: Let the prospect answer his own objection

If the prospect cannot answer your question, "Why?" Then he has disapproved it himself. The prospect may flounder around and then admit that his objection was not really important.

Prospect: I don't need to exercise.

Sales Counselor: Why?

Prospect: The equipment doesn't work.

Sales Counselor: Why do you say that?

Prospect: I wouldn't use it.

Sales Counselor: Why not?

Strategy 7: To Answer Objections Successfully, Get Into The Right Mental Attitude And Stay In It.....

You are in the selling situation to persuade the prospect to buy something he needs, something that will benefit him. You are there to render a service. If the prospect raises a string of objections, don't be upset. Selling is not a conquest! It is a cooperation, customers do not want to be fought, they want to be taught. People would rather buy than be sold. If you seem upset, it only reinforces the prospect's fears that he has about his objection. Also, your body language, appearance, posture, and manner of speech must all express confidence and high self-esteem. The way your prospect perceives your station is closely tied to how he or she perceives you.

A FEW SHORT REMINDERS

1. Never treat a prospect's objections with contempt.
2. Answer briefly
3. In answering objections, don't dispute
4. Never appear to doubt that you have answered the objection completely.
5. Don't become sorry for your prospect
6. Answer a lot of objections by asking "Why?"

Perhaps the greatest advantage of sprinkling "why's" throughout your sales talk is that questions force the salesperson to listen and the prospect to talk. Study the sales circle and understand the need to follow the sales system to close the sale. The following steps you want to believe in and follow. Close, Objection, Sell Benefit, and close. This circle continues until someone buys. That will either be you or the prospect.

WHO WILL IT BE?

ANSWERS TO OBJECTIONS YOU MAY HEAR

I DON'T KNOW IF I'LL LIKE IT

I understand Mr./Mrs. Prospect, part of the reason you never exercised before is that you don't have the exercise habit and you lack the incentive. I believe that once you start on a nice and easy supervised program and start feeling the results through better blood circulation and increased energy you will like exercise. Once you start seeing the results and you start losing the pounds and inches you will become very enthused and excited, you will enjoy your fitness program and wish you had started a long time ago. Push the closing application and say, "Let's get you started".

I understand Mr./Mrs. Prospect, you really never gave yourself an opportunity to start an exercise program in the past which is really too bad because if you had already, you would be in the shape you want to be in. There really isn't much not to like in an exercise program, as you start feeling and seeing the results, trust me you will love what you are doing for yourself. Let me help you enjoy the benefits of being fit, let's get you started today! Push the closing application and say, "let's get you started".

I understand Mr./Mrs. Prospect, I know what you mean and maybe you won't like it. There are a lot of things we all do that are good for us but don't like to do it. When we have to go to the dentist we don't like it. When we go to the doctor we don't like it. But if we are sick or have a toothache we have to go to get better. It's the same with your fitness program, if your body needs the exercise, if you need to lose pounds and inches, if you need to become healthier then you need to do it. Trust me as you feel and see the results, you will learn to love exercise. Let's get you started. Push the closing application and say, "let's get you started".

I'LL BE BACK

I understand Mr./Mrs. Prospect, you know I talk to a lot of people like you who want to improve their health and appearance. I find that after I have shown a person the facilities and explained to them the benefits they will receive from a weekly exercise program, if they are not convinced while they are here, they never convince themselves when they get home. The fact is the percentage of people who come back after they tell us they want to think it over is very small. Procrastination is a very paralyzing thing, it's the reason so many people are overweight, and unhealthy. People have good intent to start an exercise program but never do. Don't allow yourself to procrastinate and not take advantage of starting today on your fitness program. Trust me, you will feel great once you have made the decision to start. Push the closing application and say, "Let's get started".

I understand Mr./Mrs. Prospect, but that has been the problem in the past with you starting an exercise program. Procrastination is a very paralyzing thing as it stops us from doing what needs to be done. We talked about how important it is for you to lose weight, feel better and get in shape. That will never happen unless you make a decision now to get started on your fitness program. All you need to do today is fill this out and let's get you started.

I understand Mr./Mrs. Prospect, sometimes making a decision to feel better, look better, have more energy, lose weight and inches is difficult, sometimes it's just better not even to worry about it. But after spending time with you discussing the benefits and results you will receive from a good fitness program, I don't believe that's the way you really feel? Only 5% of people that say they will come back and join do. Don't put yourself in that 5%, I believe your much to sincere and interested in starting your fitness program. All you have to do to get started is fill this out.

I DON'T HAVE ENOUGH TIME

I understand Mr./Mrs. Prospect, but one thing I have always found is that if you want something done give it to a busy person they always find a way to get it done. I know your busy, these days everyone is busy but I do believe you're the type of person that if you really wanted something you would make time for it. We are talking about the most important thing in the world, our bodies and good health. Without it, we can't take care of our families our jobs or anything else. You only need to put aside 30 minutes 2-3 times per week to get the results you are looking for. The club is open 24 hours a day 7 day a week. All you need to do to get started is fill this out.

I understand Mr./Mrs. Prospect time is a scarce commodity but I'm afraid we never will see more of it to do some of the important things that need to get done. Our bodies and health are a lot like our bank account. If you keep taking money out and not putting money back you'll end up with a zero balance. Your good health, appearance, increased vitality and energy has to be worth 30 minutes 2-3 times per week. With the club open 24 hours a day 7 day a week trust me you will have the time. Let's get you started just fill this out and print your name the way you would like to see it on your membership paperwork.

I understand Mr./Mrs. Prospect, let me ask you a question? As everything has a value, lets put a value on your time. Your health, feeling better, looking better, taking off those 15-20 pounds and inches we talked about. Would you put a time value of 5-10 or more hours a week for yourself? I am only asking for a value of 1-2 hours per week you must be worth that. We offer you a facility that is open 24 hours a day 7 day a week. Just fill this out and let me get you started.

I'M TO OLD TO START AN EXERCISE PROGRAM

The older you are, the more circulation your body needs. Better circulation creates a feeling of well-being. This adds more quality years to your life. Don't you agree? Let's get you started just fill this out for me.

Well I am sorry Mr./Mrs. Prospect, but I disagree with you. I think you're the perfect age to start mild exercise program. It's going to create a sense of wellbeing through increased blood circulation. It's going to make you feel a lot better and add quality years to your life. Let's get you started.

The older we get the more important good health and quality of life is. Don't you agree? A person is only as old as they see and let themselves be. Trust me you will be younger and better than you have been in years. Let's get you started.

I CAN'T START EXERCISING NOW BECAUSE I'M NOT ON A DIET PROGRAM

Did you know that many doctors recommend an exercise program in conjunction with dieting? Diets alone are not as effective as diet and exercise. Diet alone is very apt to leave your body flabby and older looking. I know you don't want to look older than your years, and you would like to firm and tone along with losing the weight and inched right? You are going to love the way you look with your diet and exercise program. Let's get you started, just fill this out.

I HAVE TO TALK TO MY WIFE/HUSBAND

I understand, I am sure your wife/husband wants to be sure you will follow through with your exercise program. The ball is really in your court, I am sure when you allowed yourself to get out of shape and put on a few pounds, you didn't ask your wife/husband if you could right? Of course, not and your wife/husband does not expect you to come home and say Dear, can I lose some weight and inches and feel better than I have felt in years? This is really your decision to make. Let's get you started, just fill this out.

I understand I am sure your wife/husband only wants the best for you. You did tell me when I asked the question about your wife/husband wanting you to feel good about yourself and would he/she be supportive of you losing the weight and inches and improving your health and you said yes. You have to be the one to make the decision this is for you. Although your husband/wife and family will benefit from you being in better health and shape this is still for you first. You have to show your wife/husband you want this and nothing is going to stop you. When you have that kind of commitment your wife/husband cannot say no. Let's get you started, just fill this out.

I CAN'T AFFORD IT

We have made fitness affordable with our special low, low club rates. How much value do you place on taking care of yourself? You only get one body while you're here so we need to take care of it. Your monthly dues breakdown to \$5.00 per week, you must be worth that. Let's get you started, just fill this out.

Whether you are rich or poor, it's nice to be healthy, isn't that right? There is no substitute for our good health. Don't let a few dollars a week stand between you and getting these results that we just discussed. You know we all spend \$2-\$3 each day on things we could do without. All you need to do is take half of that amount and invest it in your health. I know you can afford \$5.00 per week to take care of yourself. Fill this out let's get you started.

I understand Mr./Mrs. Prospect, but let's think about this for a second. Your body is let's say like your car, your organs are like parts in a car and if you don't oil, grease and tune up your car what happens? It starts falling apart, of course you can get new parts for your car but it costs money, which you are happy to do, as you need transportation. Body parts are a little harder to come by so keeping your body in good shape and tuned up is pretty important. Is \$5.00 per week too much to pay for a good maintenance program on your most important machine, your body? Let's get you started, just fill this out.

I WANT TO USE MY 1 WEEK 2 WEEK PASS FIRST TO SEE IF I GET RESULTS

When a guest comes in with a guest pass you always want to try and up-sell them to a full membership. You do this by telling them when they come in to fill out the Life-Style Profile, you then give them a tour of the club. You then sit down with them and say: Now Mr./Mrs. Prospect of course you can use your guest pass for the 1-2-week period so let me sign it for you. Let me just take a few minutes so you can understand how the "Three Phases to Fitness" works and go through a light presentation and close. It is very important to know how to present the 3 phases. The reason for this is you must point out that the 1-2-week pass is only a small part of starting to get results. The first week or two your body is going through a conditioning cycle. It's important for the guest to understand the first 9-day phase is firming, proportioning, and toning. The third 90-day phase is to stabilize results and maintain. When you show them the three 90-day phases and take the 1-2 week pass and show them they will be getting only a small part of the conditioning process and if they stop their workouts after the 1 or 2 weeks they really have not received much value.

You offer them a first visit incentive by either waving enrollment fee, giving 50% off or giving them a 30-day credit before the first dues, payment is due by making a decision to join today. When the "Three Phases to Fitness" is presented properly this becomes an easy close. If the guest does not take advantage of the special that's ok tell them how much you will enjoy having them in the club and we can talk again over the next week or so. Do not give the special other than the first visit.