

MAIN OBJECTIONS

1. **What do you do?** I show families how money works; everyone needs to do that right? If I could show you how to do this is there any reason why we couldn't meet?
2. **I don't have time?** How much time do you have? If I could show you how to start in business with just a few hours a week wouldn't it make sense to look at your options? In our business model this can help to free up more of your time, if I can share with you how to accomplish this wouldn't it make sense for us to meet? Would _____ or _____ (day/time) be best?
3. **I am not interested?** Of course you're not. I wouldn't expect you to be interested in something that we haven't had a chance to discuss details about. Once we set a time to meet and review all the details then I believe it would be easier for you to determine whether you'd be interested or not interested. I could give you a chance to meet me either on _____ or _____, which day is best?
4. **Is this commission?** How do you feel about commission? I need something guaranteed. *Is a job* guaranteed? Would you agree that job security is not guaranteed?
5. **I don't like sales?** Great, I don't like sales either, I educate people on how money works, everyone needs to do that right? Let's meet and we can discuss some options and I can share with you what I exactly do. It is visual and I'm confident once we meet you'll have a great feeling about everything. Would _____ or _____ day be best for you?
6. **I need to talk to my husband/wife.** Great, I fully understand & I want you to talk to him/her. Perhaps what would be best is if we all have chance to talk together? I always believe that being "open" is best for everybody, wouldn't you agree? Let's set up a time now, and we can all get together & talk about it. Would Tuesday or Thursday be best? Morning or afternoon?
7. **I want to think about it?** What do you need to think about? Other than _____ is there is anything holding you back. If I can show you how to work with _____, would there be any other reason why we couldn't meet? Would Tuesday or Wednesday be best?

ADDITIONAL OBJECTION O'S & A'S

- *I don't have time. I'm too busy to take on something else.*

I understand how you feel. Many of our associates initially felt the same way until they had a chance to see how WFG accommodates people with busy schedules. Let's get together on Thursday evening and talk about it.

OR: Then we definitely need to talk because our company is looking for positive, hard-working people to help with our expansion. These types of people are usually very busy. I know it makes sense to at least get together to talk, don't you agree?

- *Is this network marketing? Is this multi-level marketing?*

No, we are in a highly regulated industry that requires licenses through the state and an extensive training program. There's an Meeting process to even get associated with us in the first place. But let's get together first and talk about it. What day works better for you, Monday or Wednesday?

- *I'm not good at selling. I don't like sales.*

I'm glad you said that! We don't train salespeople; instead we train associates to educate our clients what their options are for making smart financial choices. And everyone wants to make smarter financial choices, don't they?

- *I don't have experience in financial services.*

I'm glad you brought that up. Many of our most effective associates and leaders with our company came from different backgrounds with no prior financial experience. [*Insert an inspirational story, yours or your trainer, to make a point.*] That's actually even more of a reason for getting together. How is Thursday at 7 p.m.?

- *I saw some negative things about your company when I researched it on the internet.*

Well, the internet is an open, free speech vehicle for anyone to say anything about anyone or any company. I'm sure you're not the type of person to believe everything you read online, right? Google any large company and you'll see both positive and negative information online. That's even more of a reason for getting together. How is Thursday at 7 p.m.?