

Overcoming Sponsoring Objections

The goal is to overcome objections before they ever come up in conversation. How? Listen carefully to her concerns and don't just keep giving more information. There is usually an underlying fear if she has an objection and we need to ask enough questions to understand the fear and root concerns. Then, and only then, do we know what we are working with and how to best help her.

There aren't many different objections so look at these and practice your response so that when it comes up in conversation you are prepared. If she ends up not being interested or coming into Premier it is ok – it is simply our job to share Premier and make sure she understands how Premier may be able to best help her and her family.

If you don't know the answer to one of her questions, it's OK. Simply say "Great question, I will find the answer and get back to you on that!"

Most Common Objections:

Money is the biggest objection. You can look at the handout with the different ways to make money to get into Premier. HOWEVER, money is probably not the real objection to joining Premier. It may be an obstacle but not an objection.

The question is "Do I want to do this?" and "Do I see how Premier can be a vehicle to help me meet my need?" If you hear this objection often, evaluate how you are sharing the marketing plan. New jewelers will make their money back if they hold 6-9 shows. The question is if they will work and show the jewelry. Make sure you have discovered their need for Premier and what it would take to meet that need. Ask who would be their first 2 shows and explain that would cover the \$395. The next 4 shows would cover the \$750.

How do I get the shows? While showing the marketing plan, ask your prospective jeweler "who do you think will do a show for you?". Write the names down. If you show them how to get their business started you show them how to get their money back. If you can show them where to get their bookings (hostess plan) and explain that we have a system to help her get bookings. If she will follow the simple show system, she will get bookings.

If she can get 6 shows on the books before she signs or before her training show, she will be able to get bookings should her business ever need to stop (for pregnancy or whatever).

Time is a real objections. Your answer can simple be "None of us do". We make time to do the things we really want to do. Tell her that most jewelers work full or part time and do Premier alongside what they are already doing. She is in control of her calendar and how many shows she schedules. Also, busy people are typically the ones that get the most done!

I don't think getting in front of people or I could never be like you. You will quickly believe that the jewelry sells itself! We show jewelry, not sell it. Many people with this concern prefer to use a mannequin so that the attention is not on them. Make sure she knows that we all have fears that we've had to overcome and being a little outside our comfort zone is a good thing! It helps us to be our best! We learn everything we do at monthly training sessions.

It seems like this area is saturated. Saturation will never happen. It takes 1 rep per 1000 in capita just to reach name recognition. There are more Mary Kay reps in the Dallas/Ft Worth Area than Premier Jewelers in the entire company!