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Overcoming Objections

Every one of us faces objections when we present the business opportunity. It's human nature to raise questions and objections the first (or second, third, fourth ...) time an opportunity comes to us.

I don't know about you, but objections will not prevent me from becoming successful in this business. But if I don't learn how to handle them, it could make reaching my goals more difficult and a much longer path. Sometimes, something simple can diffuse an objection and help my prospect take a closer look at the opportunity.

Let's face it, the best opportunity presented with absolute perfection will never sway someone staunchly opposed for a reason you may never know or understand. But you know what? The worst presentation can't keep the right person from seizing that opportunity.

The key is to briefly and quickly introduce people to the opportunity, get them in front of a presentation (DVD, in-home meeting, hotel meeting, one-on-one or two-on-one with your sponsor or upline), and deal quickly and easily with any objections that arise.

One of the most effective ways I've seen to deal with objections was presented by NC Chris Atkinson at AmbitCast 2012. He calls it the feel-felt-found method.

I know how you **feel**.
Heck, I **felt** that way, too.
But then I **found** ...

So let's look at a couple of common objections and some simple ways we might use the feel-felt-found method to overcome them.

"I am not interested in one of those pyramid things!"

Hey, I know how you feel. I felt that way, too, until I learned a few things. A pyramid is illegal but Ambit Energy is authorized to operate by the state's attorney general so you know beyond a shadow of a doubt that it's legal.

And Ambit is partnered with the second largest company in the world, Shell Energy. Now you know that a company like that would never risk their business on a pyramid scheme, right?

What I found is that the closer I looked at the opportunity, the more I realized just how real, legal and powerful the opportunity was.

"I don't want to get involved in one of those multi-level things. Only the people at the top make any money."

Man, do I know how you feel! I'll be honest, I felt that same way for a very long time.

I must have looked at every business opportunity out there and I was never interested in any MLM because I couldn't see myself selling any of the products to my friends and family. But you know what? I found huge differences between Ambit Energy and everything else I've ever looked at.

First of all, I don't sell anything. All I do is refer free energy. Ambit's service is below retail so everyone saves money - guaranteed. I've met people from all walks of life who have grabbed the opportunity. Some are making good money but some are making life-changing money. The only difference between me and the top earners in the company is about 48 months.

"My brother-in-law's cousin's neighbor went to one of those meetings and he said it was a scam!"

Oh, I know how you feel. I had several people ask me to look at Ambit but I felt from past experience that these things never work out as good as the hype.

But you know what I found? When I took just an hour to learn about the opportunity from someone who is actually in the business and making money at it, I learned that all those people who talk it down aren't doing it and really have absolutely no idea what they're missing.

"I'm not good at selling things, I don't like it and I won't be good at it."

I can really identify with that I know how you feel. I never felt like I wanted to sell stuff

because I don't like being sold myself.

But when I learned that all we do is refer people to an outstanding service, when I learned that there is nothing to sell, then I found that it really was something that I can do easily.

We refer people to things all the time, right? We refer people to books, movies, restaurants, doctors, real estate agents ... you name it. But have you ever made any money by referring people? Well, now you can. And you can earn an unlimited residual income, too, when people pay their energy bill month after month, year after year.

"I'm not comfortable asking my friends and family to buy things."

I hear you. I know how you feel. I felt exactly that way, too. Especially at a time like this, I didn't want to be asking my friends and family to shell out extra money I know they don't have for pills, potions, juices, lotions or spatulas. But what I found with Ambit Energy is that there's absolutely nothing for them to buy. All I do is to show them a better way to buy something they're already buying, month after month. I show them how to save money and earn gifts and rewards buying something they have to buy anyway.

"Someone I know switched their utilities to another company and their bills went up so I'm not going to do this."

Yep. I've heard that, too. I know how you feel. In fact, that almost kept me from learning more about Ambit. I felt like it could be all hype. But what I found when I learned more is that there are some huge differences between Ambit and other energy supply companies. First, Ambit is the only customer with a written guarantee registered with the state. Second, they send every customer a year-end statement showing what they would have paid if they had stayed with their utility company and what they actually paid with Ambit. If they haven't saved at least 1% then Ambit sends them a check for the difference.

"I am just too busy to get involved with one of those things!"

Wow, do I know how you feel! I felt like I didn't have a minute to spare between my job and my kids and spending time with family and friends.

But you know what I found? I found that if I started just 30 minutes a day or even just an hour a week, I could start something that would grow over time into a substantial residual income. It wasn't hard to find 30 minutes a day. Heck, I just gave up one of those mind-numbing shows I watch and I got off the couch. I have a friend in the business who uses his commute time to work on his business. So we can all find an

hour or two a week if we really want to take charge of our future, right?

No matter what the objection is, you can use the feel-felt-found method to try to overcome it. The truth is, sometimes the objection is just the outward symptom of a closed mind. Evidence, testimonials, truth and rationality aren't going to open a closed mind. You could introduce them to Brian McClure, earning over \$400k per month, and they would try to convince him why Ambit won't work.

Next.

Next is a good word in this business when you realize that continuing to spend time with someone who is never going to be interested is keeping you from spending valuable time with someone else who might be.

Sometimes the objection is your prospect's way of telling you "not now." If you think that might be the case, keep in touch with that person over the coming weeks and months by sharing your progress. Sometimes things change and the time suddenly becomes "right" and you want them to know you're still there to help them.

As Ray Monite says, we are in the sorting business. The quicker we learn to who we want to work with and who we don't, the more successful we will be in this business.

While it's important to get people started right in this business, it's also very important to get the right people started. Do you want to work with someone completely opposed and closed to what you have to offer?

The answer, of course, depends on the person and on your willingness to be persistent. Sometimes you have to work hard to pry open that oyster. Sometimes that effort yields a pearl and sometimes it doesn't. In this business, you only need a couple of pearls to set you financially free.

Take Charge of your business and let me know how I can help!

To your success,

Todd

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