

Booking from Home Shows by Overcoming Objections

On the following pages you will see the most common objections and a typical response to each. Use the blank space below each one to write your own response to each objection. Practice saying what you write until you are comfortable with it. Using your *own* verbiage will give you confidence when overcoming objections.

1. **OBJECTION:** *"I don't know very many people and wouldn't know who to invite."*

RESPONSE: My average show is 5-7 guests and we have a great time. But, there are some things I can do to help you. I will give you a Hostess Scavenger Hunt and it will help you think of people to invite that you might not normally think of. Also, the invitation says to bring a friend and anyone who brings a friend will receive a free gift. *So why don't we pick a date, work together and see what happens?*

YOUR response:

2. **OBJECTION:** *"The last time I did a show, nobody came"*

RESPONSE: That has happened to me and I'm sorry it happened to you, but it was probably just a bad time. You know, people are very busy but we will choose a date together and I will do everything I can to help you have a great show. *Do you think more of your guests could come during the week or on a weekend?*

YOUR response:

3. **OBJECTION:** *"I am just too busy with my job and my family. I have NO time."*

RESPONSE: I understand, but I want you to have a show not just to earn FREE jewelry but also to have a "ladies night out" for you and your friends. You deserve it! My busiest hostesses normally have better shows and to save you time, I will make and mail your invitations for you and will help you with your reminder phone calls. *WE can do it! What do you think?*

YOUR response:

4. **OBJECTION:** *“Not now. I don’t have any money and all of my friends are broke.”*

RESPONSE: That’s the best reason I know to have a show. Remember, because of our hostess plan, your jewelry will be FREE. My average hostess earns \$150.00 in free jewelry! Your friends will have a great time and Premier’s high-fashion jewelry is very affordable. The catalog shows about 60 pieces under \$20.00. This will also be a good time for them to book a show and earn more jewelry free. *What are some of your favorite pieces you weren’t able to order tonight?*

YOUR response:

5. **OBJECTION:** *“I already have more jewelry than I could ever wear.”*

RESPONSE: You must really love jewelry to have that much. Have you thought about having a show to get gifts for your friends and family? Ladies love to get jewelry as a gift. Your show would also give your friends a way to shop for gifts and have fun at the same time. They may even book a show for themselves. *What do you think about that?*

YOUR response:

6. **OBJECTION:** *“My house is very small and I just don’t have room for very many ladies.”*

RESPONSE: They will love it! The ladies always seem more relaxed and seem to have more fun in a smaller room. It just gives a feeling of warmth. Because of the size of the room, it looks like more people are there and that creates more excitement. Recently I had one of my highest shows with the ladies sitting on the floor and all they remember is the jewelry! *When you have a show, what would be a good time for you?*

YOUR response:

7. **OBJECTION:** *“Everybody I know is at this show tonight.”*

RESPONSE: That’s okay. They had a great time tonight and nobody was able to buy everything they wanted. Most of them already know what they want to buy at the next show. So invite them again but also think of some others you might ask. Make a list of your family, work, church, neighbors, hair dresser, nail tech, etc. and put them on your invitation list. *How does that sound?*

YOUR response:

8. OBJECTION: *"I'll think about it and let you know later"*

RESPONSE: Great, I would love to do a show for you. However, I am very hard to reach so is it okay if I call you in a couple of days? That will give you and me both a chance to look at our calendars and find a time that will work for both of us. *When would be the best time for me to check back with you?*

YOUR response:

9. OBJECTION: *"Let me check with my friends first and see when and if they will come."*

RESPONSE: That's okay, but I have found it usually works better for you and me just to set the date. The more people involved in that decision, the more difficult it gets. I just want to make it easy for you. We'll treat it like a baby shower. . . . I'll mail the invitations and the ones who can come will and those who can't can look at the catalog and help you with your advance sales. *Will you be inviting mostly church friends, people you work with, family or just a variety of different people?*

YOUR response: