

SKILL: ANSWERING QUESTIONS AND CONCERNS

Preparation Checklist

- ☐ Set your business hours: _____
- ☐ Print off Weekly Action Plan and begin to fill it out
- ☐ Update your contact list

OBJECTIVE

Focus on how to effectively answer the questions you receive.

GOALS

- ▶ 1. Create an environment that allows for questions.
- ▶ 2. Understand the process required to hear and engage solutions.
- ▶ 3. Become an excellent active listener.
- ▶ 4. Invite 3–5 qualified or warm-market contacts or 10 cold-market contacts per day during business hours.

Questions and concerns are a great thing. It means the individual you are working with is engaged in the potential of USANA to some degree. As questions are asked and concerns are clarified, you are in a position to guide them toward their “why” and the best possible solutions. It helps you create options for them and can be an exciting process.

TRAINING: HOW TO GUIDE CONCERNS AND ANSWER QUESTIONS WITH EASE

Step 1: Find a seat.

When you are inviting, standing is fine, because standing implies you will be moving on quickly. To create an environment where questions and concerns can be discussed, remain seated or find a place to sit down. This indicates that you are both willing to engage and connect with one another for a longer amount of time.

Step 2: Ask an initiating question.

Some of the best initiating questions stem from assumption closes. Think about some of your assumption closes from last week and come up with some questions that could help further the conversation. Assumption closes and initiating questions are always stated in the present or the future tense. Successful entrepreneurs learn from the past, live in the present, and are engaged in the future.

Here are some examples of initiating questions:

- ▶ What about the products do you like the most?
- ▶ Do you see how we can change lives together?
- ▶ When would you like to start changing lives together?
- ▶ When would you like to start creating a business together?
- ▶ What fascinates you the most?

Get comfortable asking questions like these and expect they will lead you to either an assumption close or a question-friendly environment.

Step 3: Warmly and sincerely listen.

Once you've asked your initiating questions, silently pause, breathe, and intently listen. Your willingness to listen will help ease away distrust and suspicion and will raise your credibility. As you become an excellent listener, people will begin to trust you, relate to you, and they will be more open to being guided to a new solution.

In addition, as you ask meaningful questions and carefully listen, you will be able to successfully determine where the conversation needs to go next.

Entrepreneur Advantage Tip

Personal touch promotes honesty between you and the individual with whom you are speaking. A slight touch (less than a second) conveys sincere intentions and creates a connection when you ask questions.

Step 4: Determine what questions they are asking.

Often, as you ask questions, the responses you get are statements without follow-up questions. Responding to a statement often feels more like defending rather than creating a productive shared experience. It's important to listen to their statement and think about what questions they may actually be asking. Only then can you guide them to the right answer.

14 COMMON STATEMENTS YOU WILL HEAR

- 1** I don't have the money right now.
- 2** I don't have the time right now.
- 3** I believe there are better products out there.
- 4** I don't take vitamins and don't think they are necessary.
- 5** I need to talk to someone about this first.
- 6** I need time to think about this.
- 7** This is like another company I've experienced before.
- 8** I've already tried it or my friend already tried it and it didn't work out.
- 9** I prefer having a fixed salary.
- 10** I'm not a salesperson.
- 11** This sounds like a pyramid scam.
- 12** This isn't a real business.
- 13** I'm comfortable with what I make now.
- 14** I'm not interested.

When you hear some of these common concerns, your job is to take the statement and paraphrase what they say in your own words and ask a follow-up question. Let's look at some examples:

Statement: I don't have the money right now.

POSSIBLE QUESTIONS:

- ▶ So you're saying that if you did have the funds, you would start?

Statement: I don't take vitamins and don't think they are necessary.

POSSIBLE QUESTIONS:

- ▶ So health is your main concern. If you saw value in USANA, would it be worth it to start your business today?
- ▶ If you had a business that could impact the health and finances of others in a positive way, would you be interested in working with them?

Statement: This sounds like a pyramid scam.

POSSIBLE QUESTIONS:

- ▶ So what you are saying is that this sounds like something shady?
- ▶ So would you rather not have other people benefit from your efforts without contributing to the outcome?

Statement: I'm comfortable with what I make now.

POSSIBLE QUESTIONS:

- ▶ It's great to hear you are doing well. Do you have a family or friends who want to have a comfortable life like you do?
- ▶ Would you like to help them have it?

Statement: I'm not interested.

POSSIBLE QUESTIONS:

- ▶ What interested you the least? (Now you know their major concern).

Step 5: Resolve the concern in less than one minute.

The key here is to agree with them on what you can. Put yourself in their shoes, empathize, and work to address their concerns using logic. Blatant disagreement only solidifies their belief. Help reassure them and lead them in a positive way toward their next exposure.

Like an invite, you should be able to do this in a short amount of time. Remember, you are helping the individual see the solution and how it can work in their life. So in under a minute, give a brief story or comment that answers their questions simply, use a progress close, and then check to make sure you answered the question. Be sure to ask if they have any more questions before you move on.

Step 6: Offer a call to action.

This step ensures you can move the discussion forward. Offer an assumption close or set up their next exposure. Ask, "Are you ready to move forward now? Do you want to fill out the paperwork together?" or "Would you like me to help you place an order?" etc. If they say no, you may not have addressed their concern or they may have more questions. If that's the case, go back to step five or set up their next exposure. Ask, "Would you like to set up another meeting so we could discuss more of your questions?"

ACTIVITY

Navigate through the concerns your contacts may have using this worksheet.

Answering Questions Worksheet

WHO: _____

WHY: _____

PRESENTATION: _____

1. Remain seated

2. What is the concern:

3. Restate it as a question:

4. Listen

a. Silently pause, warmly listen

5. The considered response:

a. Progress close:

6. Assumption close/call to action:
