

Considerations and Objections

Considerations and objections are really questions in disguise. They provide an opportunity to bring clarity about our product and the business.

1. “Asea costs too much.” Question in Disguise: “Can you prove its worth to me?”

People don't think twice about the hundreds and sometimes thousands of dollars they pay for vitamins and other remedies that they hope might be a good thing for them. Asea is not even in the same category as these things. Everyone needs signaling molecules, which are native to our body.

Response: “I can appreciate your concern about how you spend your money. I had that concern, too. When I thought about it I realized - I've spent thousands of dollars for vitamins and other remedies that I hoped and guessed might be good for me. I can't even say for sure that they made that much of a difference.

My husband and I laugh at the fact that we used to have more vitamins in our kitchen than food! When I considered getting the Asea I had to decide if I wanted to spend more money on yet another health product. I'm glad I decided yes. As it turns out, we're saving money because we don't need all of those supplements we used to take to feel better!

Ira doesn't have to take pain pills anymore (and he's nicer to be around!). We both sleep a lot better, and if that was the *only* benefit we got from the Asea, we would still consider it a bargain! We place a very high value on our health. We want to look and feel better as we get older. Don't you?

I know that you value your health, too. If you want to try the Asea, then let's find a way to make it work for you. There are several options....Preferred Customer/Associate with 1, 2, 4 cases....”

2. “Is this one of those Pyramids?” Question in Disguise: “Is it legal? Is it a scam?”

Response: “Pyramid? You mean like Exxon, General Motors, and those big Wall Street firms? Where all of the CEO's at the top make all of the money and those of us at the bottom pay their way?

No, this isn't anything like that. It is simply a referral system that rewards those who find customers. Everyone has the same opportunity regardless of their position in the network. We all refer products and services to friends on a daily basis. This is just a way of compensating that effort.

Pyramids are illegal. They promote recruitment rather than product (some don't even have a product!), and generally require a large investment. Asea is nothing like that. Wouldn't you agree?" Refer to "Network Marketing, What Is It, Really?"

3. "I'm no good at selling." Question in disguise: "Can I do this with my limited experience?"

Response 1: "With Asea we are inviting people to take a look at something that can make a profound change in their health. We give them information that will help them understand the potential of how it does this, and it is up to them to decide if they want to accept the invitation. We share our story and other's stories about how Asea has helped them feel, look, and become healthier. Does this sound like something you can do?"

Response 2: "Yes, I know what you mean. I didn't think that I could sell, either. When I learned that most of the top income-earners in this company are not sales types either, I took a closer look. Many of them are moms, teachers, bus drivers, retired folks, students, administrative assistants..(select ones that they can relate to).

Have you ever recommended a product, service, or even a good movie to a friend? Did you receive compensation for recommending it? What if I told you that by just recommending something that you like and believe in, you could get a referral fee for doing it? This is what "Doing the Business" is like with Asea. When I invite someone to take a look at the Asea, which I know can make a profound difference in their health, it doesn't feel like selling to me. It feels like educating. There are tools to get information to them, I answer their questions, and it's up to them to decide if they want to try it out. Does this sound like something you can do?"

4. "I don't know what to say." Question in Disguise: "How do you talk to people about this product and/or business?"

A lot of this is about listening. People often talk about what's going on in their lives. It's common to hear about someone who is struggling with their health or financial situation.

Ask them what's going on in their lives. Listen and get enough information so you can best support their concern. If it is a health concern tell them that you've come across this new health science technology. Become able to relate the basics about Asea.

Response: Initial Contact - “Asea helps communication at the cellular level, and this is where all disease and healing occur. These signaling molecules activate our body’s protecting, repairing and healing systems. They are native to our own body - our cells make them. But as we get older we make less and less, 9-10% less every ten years. We become older and start to feel it. Our damaged cells can’t repair as well and we can begin to develop illness and disease. Asea gets those signaling molecules back into us and they begin to repair and give the body what it needs to heal itself.”

Briefly tell them your Asea story, or another's story. Get their email address and give them yours. Tell them that you'll send them some links which will further explain things. Keep it simple. Get their information and *let the tools do the work for you!* Let them know you'll call them back at an agreed upon time.

Follow Up - Call to answer their questions after they’ve viewed the video links (may contact your upline for support w/this).

First ask if they viewed the links. If not, reschedule a time to reconnect. If yes, ask, **"What questions do you have?"** Remind them that **“Asea is molecular supplementation, something in a category all by itself. Far beyond vitamins, Asea is something that our own cells make, but as we get older, they make less and less; this is how we age and develop illness and disease.”** Ask if they have any health concerns if you haven’t already. Tell your story. Tell other’s stories - **“It’s even great for our pets!”**

If they want more information determine what type they want. Consider inviting them to a 3-way call or local meeting, or have them join you on the Tuesday Vision Call.

When they are pre-qualified (there is an established health/business desire), and all of their questions are answered, tell them about the ways they can purchase the Asea. If you need help, have your upline ready for a 3-way conversation. **“If you really want to know what the Asea can do for you, you just have to experience it! Let’s find a way to make it work for you. Here are the options PC/Associate, 1, 2, 4 cases.....”**

To speak about the business, refer to the "Network Marketing - Really, What is it?" page in this manual. Tell them about your Asea network marketing experience, and/or go upline and have them share their Asea business experience.

5. “I don’t know many people.” Question in Disguise: How can I do this? Who do I talk to?

Response: “Sit down and make a list of everyone you know. Many times we don't realize how many people we do know until we start listing them. List everyone you meet in the course of a typical day or week - mailman, teacher at the day care center, bank teller, etc. Include anyone and everyone on your list. This is about connecting with people and learning about them.

We are only looking for those who want what we have. It’s our job to sift and sort, and find them. Who do you know that doesn’t feel well and wants to feel better, someone who has immune problems, someone who has tried everything, but still feels sick and/or tired, someone who feels old and can’t do the things that they used to do?

Someone who spends a lot of money on vitamins and other remedies that they’re hoping and guessing might help them with their health challenges (but so far they haven’t)? Do you know someone who likes helping people? Someone who knows people who like helping people? Someone who is looking for a way to earn extra income by helping people?

Someone who is looking for supplemental income to help pay the bills? Someone who wants a home-based business? Someone who loves network marketing and just hasn’t found the right product and company yet?”

6. I don’t have the time.” Question in Disguise: Can I do this with the limited time I have?

Response: “I can understand your feeling that way and I appreciate the value that you put on your time. I felt that way, too, and what I found is that in this business we work together as a team.

We also have tools that do much of the work for us, like those videos you watched. We work closely with our upline. They do 3-way calls with us, and they even host local meetings where you can bring people who want to learn more about Asea.

We found that even as little as 8-10 hours a week is worth our restructuring our time to take advantage of this incredible opportunity.

The first place to begin though, is to try the Asea. After you begin to see what it will do for you, we can talk more about how to invite others and build a business with it."

7. "I don't want to make money off my friends." Question in Disguise: What if my friends think I'm taking advantage of them?

This is a matter of Clarity and Conviction. Check in with yourself to resolve your own objections and considerations. Get yourself to the place of deep conviction and belief.

Response: "If you are absolutely clear about the value of this product and business, then there will be no concern about this. I believe that the greatest act of friendship that I can extend to someone is to let them know about this Asea. Your friends deserve to hear about the Asea!

I feel *obligated* to tell people, especially my friends, about this technology. If my sponsor and friend Art had not told me about the Asea, Ira and I would have missed out on this life-changing product and opportunity. I consider it a great favor that he called me to tell me about the Asea. And you know what? There will be hundreds, if not thousands, who will benefit from Art making that phone call."

8. Becoming Wealthy

Many folks have issues about money. Wealth is not about making money, it's about having options. We believe that more good people like us can do more good in the world with our money. We want to live a bigger life, which includes doing good in the world, making our lives being more than just about ourselves.

If this is an objection we say, "What does having a lot of money mean to you? Do you feel worthy of being wealthy? Also, check in with yourself - what are your dreams? If money were no object, what would you do? How would you live your life? What causes would you support? What would you want to do, be, or have? Does not-having-enough-money prevent you from being, doing, or having what you want in your life?"

9. “I want to think it over.” Question in Disguise: I don’t know if this is right for me. What should I do?

Response: “Just for my own information, what is it exactly that you want to think about? - is there anything about...the company?the product? ...the marketing program?” Try and draw out any questions your prospect may have in any of these areas. Answer each question and be sure to cover all areas.

Once you have addressed any and all concerns they have, the only other question that is left is “Themselves”. **“So the only thing you’re really not sure of is you - how you see yourself in this picture? Getting healthier and feeling better?”**

Really, you have nothing to lose. Taking the Asea is the best way to learn about how it can work for you. Remember, there’s a 30-day money back guarantee. Here are the options. Let’s see which one works best for you..... PC/Associate, 1, 2, 4 cases...”