A man and a woman are sitting on a boat, facing each other and talking. The man is on the left, wearing a light-colored t-shirt and shorts, sitting on a wooden table. The woman is on the right, wearing a blue top and a striped shawl, sitting on the boat's edge. They are surrounded by potted plants and a wooden bench. The background shows a body of water and buildings in the distance under a warm, golden sunset sky.

# **LISTENING THROUGH OBJECTIONS**

**BY RICHARD BLISS BROOKE**

The logo consists of the letters 'BB' in a white, serif font, set against a blue square background.The logo features the words 'BLISS' and 'BUSINESS' stacked vertically in a white, sans-serif font, with a thin white horizontal line separating the two words. This text is set against a blue square background.

Listening *through* objections  
is the Tai Chi approach to dealing  
with people's **questions**  
and **concerns.**

BB

BLISS  
BUSINESS

It is *void of arguments*,  
and therefore avoids leaving  
the prospect feeling **wrong**  
or **stupid**.

BB

BLISS  
BUSINESS

Your commitment is to **hear,**  
**understand** *and* actually **feel** what  
the prospect feels **before the issue**  
**is addressed.**



BB

BLISS  
BUSINESS

## Step 1:

**Honor, *but don't believe*  
the objection.**

Actual spoken objections are  
*rarely true,*  
even for the prospect.

**They are the first line of defense  
conjured up to express  
a fear or concern.**

BB

BLISS  
BUSINESS

## Step 2:

***Embrace objections;  
Fall in love with them.***

BB

BLISS  
BUSINESS

Remember, addressing objections successfully is exactly **what you get paid for.**

**No objection ... no sales people.**



The logo consists of the letters 'BB' in a white, serif font, set against a blue square background.The logo consists of the words 'BLISS' and 'BUSINESS' stacked vertically in a white, sans-serif font, set against a blue square background.

If an objection creates **anger**,  
**frustration** or **fear** in you, you  
become ***unattractive*** to talk with.

Learn to **love** to hear them.

Become **warmer, calmer** and more  
**confident** as you hear them.

***Be more attractive.***

BB

BLISS  
BUSINESS

## Step 3:

# Define the objection.

The logo consists of the letters 'BB' in a white, serif font, set against a blue square background.The logo features the words 'BLISS' and 'BUSINESS' stacked vertically in a white, sans-serif font, with a thin white horizontal line separating the two words. This text is set against a blue square background.

What exactly does the prospect  
*mean* by their objection?

BB

BLISS  
BUSINESS

*Not enough time ...*

“How much time do you  
**imagine** it will take?”

BB

BLISS  
BUSINESS

*Not enough capital ...*

“How much money do you  
**imagine** it will take?”

BB

BLISS  
BUSINESS

*It won't work ...*

“What **experiences** do you have that **lead** you to that concern?”



BB

BLISS  
BUSINESS

*It's a pyramid ...*

“What do you **mean** by that?”

BB

BLISS  
BUSINESS

*I can't sell ...*

“What do you **mean** by selling?”

BB

BLISS  
BUSINESS

## Step 4:

***Embellish*** the objection.

BB

BLISS  
BUSINESS

**Yes, embellish it.**

Help them state their objection  
even more **clearly** and  
more **passionately**.

BB

BLISS  
BUSINESS

Seek to **understand** and  
let them know that...

**You Got It!**

BB

BLISS  
BUSINESS

## Step 5:

***Purge*** the objection.

The logo consists of the letters 'BB' in a white, serif font, set against a blue square background.The logo features the words 'BLISS' and 'BUSINESS' stacked vertically in a white, sans-serif font, with a thin white horizontal line separating the two words. This is set against a blue square background.

Under every **spoken objection**  
is a **fear** or **concern**.



BB

BLISS  
BUSINESS

**Listen** and **feel** for it.  
Address it in your embellishments.

**Keep embellishing until...**

- ✓ They **shift**
- ✓ They **laugh**
- ✓ They physically **move**
- ✓ They **lighten** up
- ✓ **They get off it**

## Remember ...

- ✓ The objection is **rarely true**, even for them.
- ✓ Everybody can make time by **prioritizing**.
- ✓ Most people can get money for something they **really** want.
- ✓ Everybody **sells** things they believe in.

**BB**

**BLISS  
BUSINESS**

**All any prospect wants is**  
**to be heard!**

**Listen to their concerns.**

**Feel their fears ...**  
**understand** them, **respect** them,  
**honor** them, and then ...

BB

BLISS  
BUSINESS

**Address the objection **powerfully**.**

**Then ... they can check out whatever  
it is you are so **excited** about!**

## Step 6:

Ask **permission** to address it.



BB

BLISS  
BUSINESS

*“If you **could prove** to yourself  
how you could **succeed** in our  
business, and avoid that concern,  
fear or circumstance,  
**would you take a brief look?**”*

BB

BLISS  
BUSINESS

**Step 7:**

**Address it.**

And do so with **candor**

- ✓ With **power, facts** and **examples**
- ✓ With success **stories** and support **materials**
- ✓ With **promises** you intend to keep
- ✓ With help from your **Upline**

The logo consists of the letters 'BB' in a white, serif font, set against a blue square background.The logo consists of the words 'BLISS' and 'BUSINESS' stacked vertically in a white, sans-serif font, set against a blue square background.

With **whatever** it takes  
to do it **convincingly**  
and with **integrity**.

## 7 Steps to Listening Through Objections

1. **Honor** but do not *buy* the objection. **Rarely are they true.**
2. **Embrace** ... don't defend. Fall in love with objections. **Open** vs. close them.
3. **Define** what *they* mean by the **objections.**
4. **Embellish** the objection. **Articulate** it even better than they do.
5. **Purge** the emotion. Let them **let go** of fear or frustration.
6. **Ask** for **permission** to address it. If you ... would you?
7. **Address it** ... with **facts, passion, perspective, confidence, humility** and **stories.**

**Them** (*objection*)

“I don’t have time.”

**You** (*embrace it*)

Gently smile and relax.

**You** *(define it)*

“How much time?”

**Them** *(answer)*

“Any time, I’ m swamped!”

## **You** *(embellish it)*

“What I am hearing is that you are already overwhelmed and don’t need any more projects.”

## **Them** *(purge)*

“Yes, I believe you got it.”

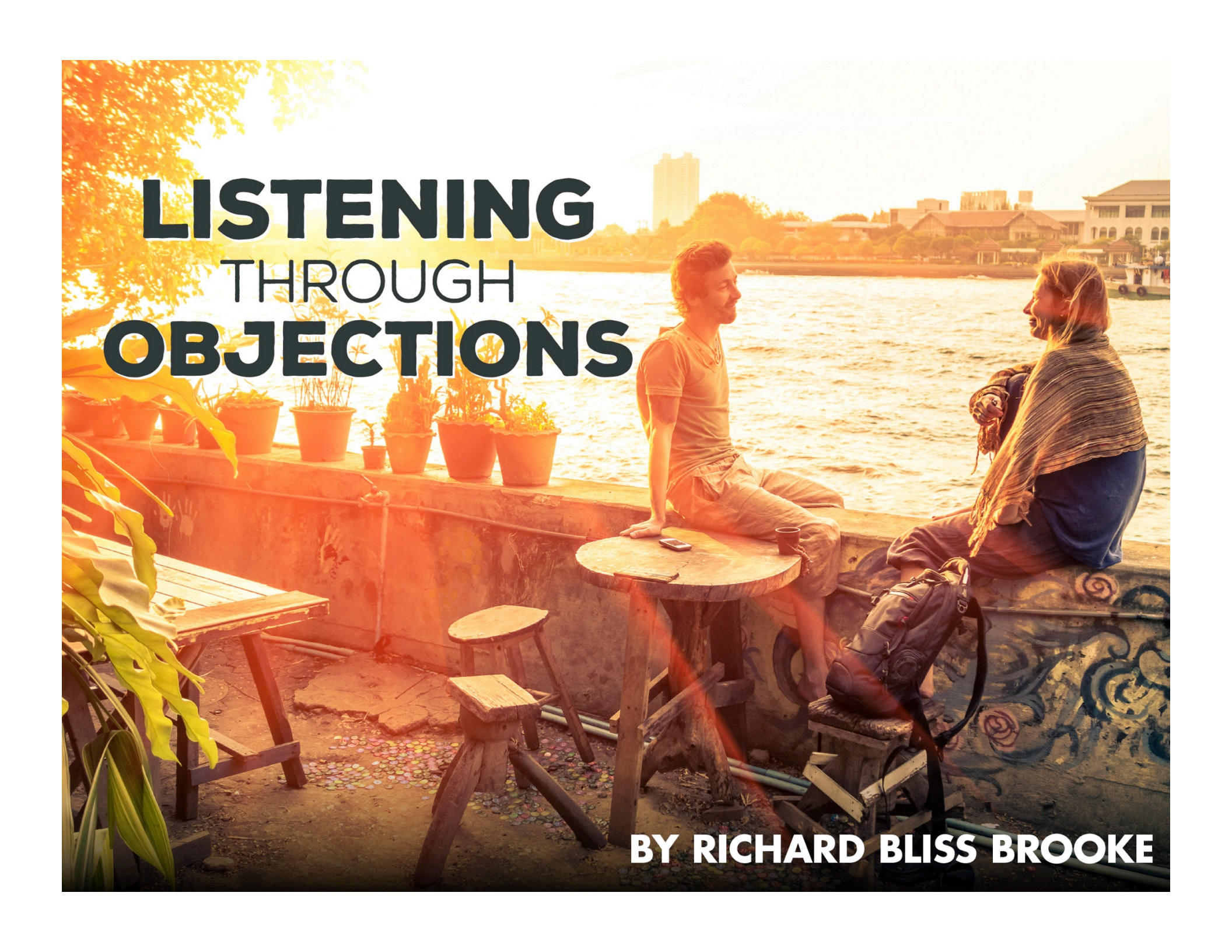


## **You** *(ask)*

“If you could prove to yourself that this could fit into your schedule and help you earn enough for that much needed vacation, would you at least take a look?”

## **Them** *(purge)*

“Well, of course.”

A man and a woman are sitting on a boat, facing each other and talking. The man is on the left, wearing a light-colored t-shirt and shorts, sitting on a wooden table. The woman is on the right, wearing a blue top and a striped shawl, sitting on a wooden stool. They are on a boat with a wooden deck and a railing. In the background, there is a body of water, a city skyline, and a sunset sky. The scene is bathed in a warm, golden light. The text "LISTENING THROUGH OBJECTIONS" is overlaid on the left side of the image.

# LISTENING THROUGH OBJECTIONS

BY RICHARD BLISS BROOKE