

## EMBRACING AND MOVING BEYOND OBJECTIONS

You'll be asking lots of curious questions when speaking with Candidates. When you ask what someone wants to accomplish and determine their why, many objections can be overcome in advance. Also, if you get a question, it shows that someone is interested! We have developed some helpful talking points to help your Candidates move beyond objections, which you are welcome to use.

### OBJECTION BASICS:

- Begin with the [Health Assessment](#) to establish the flow and guide your conversation.
- Listen and respond politely with your perspective. Respect their perspective as well.
  - » Use the “feel, felt, found” technique. This technique really helps you connect with them.
    - Let them know you know how they **FEEL** because you felt it too or other Clients have had the same thoughts at first.
    - Then, acknowledge how you know they **FELT** about this concern.
    - Finally, get excited about what you've **FOUND** to be the reality that helps them move beyond the objection.

Share stories with examples of people that have had the same concerns and have overcome them.

### QUESTIONS ABOUT COST:

How you share is important. Be confident - the program works and starts their journey to Optimal Health™.

- When someone shares cost concerns, ask curious questions to determine if it is really about cost, or are they not quite ready to make a commitment to their health yet? For example: *I hear that cost is a concern for you. Beside cost, is there anything else that might hold you back?*
- Break it down for them: *What do you think you are currently spending on food, including eating out, groceries, coffee, extra snacks, vending machine, etc.? Did you know the average person spends at least \$151 on food each week (\$21.57/day)\*? Seven **OPTAVIA Select Fuelings™** are less than \$24 per day (\$3.35 per Fueling). For many people, being on program is cost neutral.*
- Develop a program that is within their budget - Optimal Health 3&3 Plan or Optimal Weight 4&2&1 instead of the 5&1. Let them know you are committed to helping them on their journey so you are happy to design something for them.
- Mention Referrals (if you use them) - *Can you think of anyone that you would want to get healthy with? Having a partner can make your journey even more fun. If you have someone in mind, I can offer you a referral credit toward your order.*
- Share Coaching, (tell your story) and how it has transformed your life. Share how health is an investment. As an example: *Most of my Clients are finding they save money on program, some find it cost neutral. There may also be additional cost savings as well... dining out, medications, etc. to consider. On occasion, some find they spend a bit more and feel it is well worth it when they think of the benefits. In my case, I was so incredibly grateful for the opportunity to take back my health, that I found that it was worth it.*

Remember: If right now, their answer is not yet, follow up with them on a regular basis. It keeps you connected and shows you care.

\*<http://www.gallup.com/poll/156416/americans-spend-151-week-food-high-income-180.aspx>

## QUESTIONS ABOUT SOY:

Here's a little bit more about questions on soy. Familiarize yourself so that you can ask questions and provide more information. If they have further concerns, direct them to Nutrition Support. Download and share our Soy Food and Health Document: [HERE](#)

Some talking points:

*Thank you for sharing your concerns. There is a lot of confusion about the health effects of soy foods, but I have some information that I can provide that you may find helpful, and then you can decide what is best for you and your health.*

***OPTAVIA's™** products and programs are based on 40 years of experience to help you lose weight and achieve Optimal Health™. Our Scientific Advisory Board is a cross-disciplinary panel of expert physicians and scientists that advise on evidence-based research and the most up-to-date science, including that which pertains to soy, in order to help guide our portfolio of products and programs.*

*In the last 20 years, there has been an impressive amount of research conducted on the health effects of soy. Research shows that soy is a great source of high-quality, low-fat plant protein that may help lower the risk of heart disease, osteoporosis, and certain forms of cancer. The [Soy Food & Health Overview \(PDF\)](#) reviews this clinical research along with other health-related topics. I think you will find this addresses some of the concerns you may have.*

*That said, we certainly respect the various viewpoints taken regarding ingredients and offer a variety of options to help meet individual dietary needs and preferences. Whether it is for an allergy, intolerance, or simply for personal preference, we offer a portfolio of soy-free Fuelings that contain a high-quality whey protein. Like all of our Fuelings, they are nutritionally interchangeable and scientifically-designed to help you achieve a healthy weight when on the **OPTAVIA** program. You can choose from any of our soy-free options listed on the [Product Claims document \(PDF\)](#).\**

*Our Nutrition Support Team is also a great resource. They can be reached at [NutritionSupport@OPTAVIA.com](mailto:NutritionSupport@OPTAVIA.com).*

\*Soy protein-free options have a "0" in the soy protein column; the products that show "0" grams of soy protein but are not checked off as soy protein-free, contain soy lecithin.

## QUESTIONS ABOUT NATURAL INGREDIENTS:

Listen with empathy to their concerns. Here's a little bit more about questions on natural ingredients. Familiarize yourself with it so that you can ask questions and provide more information. If they have further concerns, direct them to Nutrition Support.

Here are some talking points:

- ***OPTAVIA Essential Fuelings™** do not contain colors, flavors, or sweeteners from artificial sources and **OPTAVIA Select Fuelings™** do not contain colors, flavors, sweeteners or preservatives from artificial sources.*
- *Each Fueling is a good source of high-quality complete protein and is full of essential vitamins and minerals.*
- *If applicable: Our clinically proven plan and our scientifically designed products were developed by physicians, dietitians and scientists, and have impacted 2 million lives and been recommended by thousands of healthcare providers*
- *Each Fueling contains Ganeden**BC**<sup>30</sup>® probiotic cultures help support digestive health, as part of a balanced diet and healthy lifestyle.*