

MASTERING THE ART OF HANDLING TOUGH QUESTIONS

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In the world of network marketing, questions and objections are inevitable. Whether you're speaking with a potential customer or prospect, how you respond can make all the difference. Instead of seeing these moments as obstacles, think of them as opportunities to build trust, showcase your knowledge, and demonstrate the value you bring.

This guide is designed to equip you with practical tips and strategies to handle even the toughest questions with confidence and professionalism. Let's turn those tricky conversations into your greatest strengths!

Bernard Reilly

1. PREPARE & PRACTICE

Anticipate Questions: List common difficult questions your team encounters, such as:

- "Is this a pyramid scheme?"
- "Why should I trust Utility Warehouse?"
- "Can I really make money doing this?"

Craft Clear Responses: Prepare concise, honest, and professional answers to these questions (ask other partners how they respond)

Role-Playing: Practice answering these questions in team meetings to build confidence.

2. USE THE FEEL-FELT-FOUND TECHNIQUE

Acknowledge the concern, relate to it, and offer reassurance.

Example:

- Feel: "I understand why you might feel that way."
- Felt: "I felt the same when I first heard about it."
- Found: "But I found that Utility Warehouse is a highly regulated, award-winning company that truly helps people save money."

3. STAY CALM AND POSITIVE

Avoid getting defensive. Instead, respond calmly and respectfully.

A positive attitude can help diffuse scepticism or hostility.

4. PROVIDE EVIDENCE AND STORIES

Share Facts: Highlight that Utility Warehouse is a UK PLC and regulated by Ofgem.

Use Testimonials: Share success stories or case studies from customers and team members.

Show Awards and Recognition: Mention any accolades or certifications the company has received.

5. REDIRECT THE CONVERSATION

If a question becomes confrontational or off-topic, bring the focus back to the benefits of your service.

Example: "I see where you're coming from. Let's look at how Utility Warehouse can save you money on your bills."

6. EDUCATE ON NETWORK MARKETING

Teach your team to explain network marketing as a legitimate business model.

Emphasize how it's different from illegal schemes (e.g., pyramid schemes focus on recruitment without a genuine product or service, whereas UW offers real savings and benefits).

7. KNOW WHEN TO WALK AWAY

If someone is argumentative or unwilling to listen, it's okay to end the conversation respectfully.

Example: "I respect your opinion. If you ever want to learn more, feel free to reach out."

8. USE THE COMPANY RESOURCES

Plug in to company tools & training :

- The UW Learning Portal.
- Live Training & Events
- Wes Lindens 'Big Night In'

9. BUILDING YOUR CONFIDENCE

Regularly study personal development materials through books, podcasts, and training focused on communication, sales, and overcoming objections.

This will increase your confidence and knowledge helping you to be more effective.

10. VIEW QUESTIONS AS OPPORTUNITIES

& Finally!

Choose to see difficult questions as opportunities to educate and build trust, rather than as obstacles.