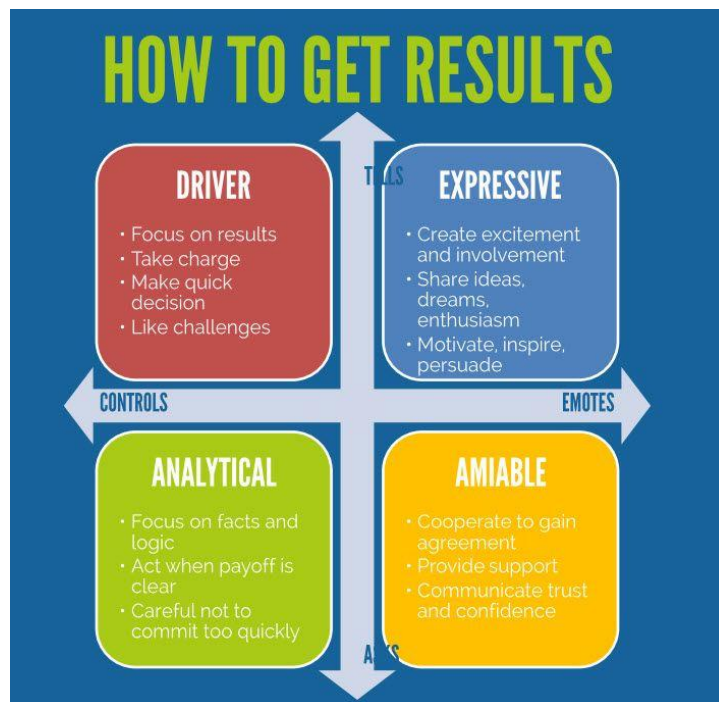


# Relationship Selling & Overcoming Objections

## INSTRUCTIONS:

1. While you're speaking with people, listen for 2 things:
  - a. Their personality type
  - b. Their interest/pain point
2. Every time someone gives you an objection do 2 things:
  - a. VALIDATE their objection/feelings
  - b. Immediately ask a question (FACT-FIND)



# Selling Points Based on Personality Type

Driver:

- Share statistics
- Share quick and bullet-pointed stories
- Share the straightforward ways to make a specific monthly revenue
- Share research

Analytical:

- Share your streamlined processes/steps as to how your business works
- Share statistics
- Share quick and bullet-pointed stories
- Show them the roadmap of how to earn each rank
- Share any step-by-step blueprints you have

Expressive:

- Share about the Damsel House mission
- Share about the community and how we work as a sisterhood
- Share how they can run their business, but not feel like they're on an island by themselves
- Share how we are working to turn the assault statistics around
- Share inspiring stories

Amiable:

- Share about the community
- Share about the Damsel House mission
- Give them compliments and how certain things you see in them would fit perfectly with Damsel
- Share inspiring stories

# Selling Points Based on Interest/Pain Point

## Community:

- Safe Hearts
- We connect all the time
- Incentive trip
- Great leadership
- Mentors
- In business for yourself but yourself
- You're not on an island
- A true sisterhood
- You'll find a meaningful purpose with the Damsel sisterhood!
- I have the CEO on speed dial and she'll pick up
- Through your purchase, you are helping support our Damsel Houses

## Products:

- Have you ever held a stun gun
- Lifetime warranties
- Disable pin
- We TEACH YOU to use these
- You don't have to spend as much time at the police station with a stun gun!
- Lethal vs non-lethal
- Through your purchase, you are helping support our Damsel Houses

## Business:

- You are your own boss
- Marketing is supported by our home office
- Get your own website
- You control your income
- You set your own hours
- Low start-up cost
- Our home office is like family
- Hostess perk
- Consistent support
- No inventory requirement
- Insurance is covered - no additional fee
- DID provides support and training to its pros so that we can support our customers.

## System

- Onboarding
- A step-by-step approach to onboarding
- Great resources for training
- Empower App
- Step-by-step journey to protege

## **OBJECTION:**

**I have a husband, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- Oh yes. I love that you have a hubby you can depend on!
- Isn't it awesome to have a loving man? My husband would jump in front of me, too.
- Love my husband too...especially his big muscle arms
- My hubby is mostly with me, but I haven't allowed him to go into a public restroom with me yet. Haha!

### **FACT-FIND IDEAS:**

- Can I ask what your plan is for when he's not with you?
- The attackers will most likely target your husband because he would be the biggest perceived threat. Would your plan be to sit back and watch or to step in and work as a team?
- I have a husband too but he works and I am not always with him.
- Does he go everywhere with you?

## **OBJECTION:**

**I have a gun, so I don't need any other self-defense tools.**

### **VALIDATE IDEAS:**

- Nice work being trained with a gun! I wish everyone would have that skill set!
- That's great that you're a gun owner.
- Oh, I'm so glad you carry protection.
- I love that! I carry one too!

### **FACT-FIND IDEAS:**

- Quick question. Do you have a plan for if you're in a situation that doesn't call for lethal force?
- Do you know what you'd do if you couldn't get to your gun in time?
- Does your gun have a disable pin?
- Is it with you?
- Are you prepared to use it?
- Are you prepared if you didn't need lethal action?
- Do you have a concealed carry purse?
- What if the gun is prohibited where you are? Do you know what areas you cannot have it in?
- Our men in blue layer their protection; have you considered layering yours? The officers don't JUST carry a gun?

## **OBJECTION:**

**I never go anywhere, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- Haha! I know how that is! I go out way less often than I used to.
- You're here right now. Haha!
- I would never leave my house if I could get away with it. Haha!
- Oh, girl! I wish, tell me your secret to being able to stay home I'm always out!

### **FACT-FIND IDEAS:**

- What plan do you have in place if someone broke into your home?
- What plan do you have for the times when you do leave the house?
- Unfortunately, there are home invasions. Have you thought of how you would handle that?
- What would you do if someone rang your doorbell and they looked like they were up to no good?
- Do you have a safety plan in place even at home?
- If you're home all the time what do you have to protect in case someone unwanted shows up?
- If you're home all the time what do you have to protect in case someone you know is there but becomes a threat?
- Did you know that 80% of the time, we're attacked by someone we know? Do you have a plan if someone is in your house and turns on you?

## **OBJECTION:**

**I'm old, big, and/or ugly, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- Haha! Yeah, I'm not sure an attacker could even lift me up!
- I used to think that's how attackers chose their victims too until I learned the research. They don't target people based on looks; they actually tend to target people who look vulnerable...one of the things being the older generations.
- One thing I know for sure is that your family would be devastated if something happened to you.
- First of all, God thinks you're beautiful and so do I! I'm sorry you don't feel beautiful. I think your [eyes/style/hair/energy] are lovely.

### **FACT-FIND IDEAS:**

- Have you thought about what you'd do if someone did target you, and you couldn't outrun them?
- Something I didn't realize was that sexual assault is about power and control, not how old we are or how we look. Did you know that?
- It's so interesting because research even shows that that makes you an easy target. They may not want YOU, but they may want your car, your jewelry, your wallet. There is no stereotype; they are looking for an easy target. Have you thought about what you'd do if they did target you?
- What if they want your child or grandchild with you?



## **OBJECTION:**

**I live in a safe area, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- Oh yes. I wish that were something we could depend on. It's wild how attackers are targeting safer areas nowadays simply because people are less on guard.
- Even trafficking rings are moving into the safest areas for that exact reason...because people aren't expecting it.
- Oh yes, your area is beautiful. I am a big fan of private schools and gated communities.
- What a blessing to be in a great area - where I grew up was not so nice.
- I love that- it's refreshing to hear! So few people can say they feel safe given the statistics that 1 in 5 people will be assaulted in their lifetime.
- Bad guys love beautiful homes to rob.
- Bad guys like to go where people feel safe and have their guard down!

### **FACT-FIND IDEAS:**

- How would you handle it if you did end up in a dangerous situation? Have you thought through a plan?
- Do you ever walk your dog or go on a walk anywhere?
- Do you ever travel outside of your area?
- Safe areas are often targeted for theft. Do you have a plan for a home invasion?
- Is that on earth?
- Do you walk to get the mail?
- Do you ever leave your home?
- What would you do if you saw someone walking in your neighborhood and you didn't know them?
- Do you have strangers that come to your community?

## **OBJECTION:**

**I got these hands/I have a black belt, so I don't need self-defense tools.**

## **VALIDATE IDEAS:**

- Haha! That's awesome! I love that you've had training. I wish everyone did.
- That's awesome! I've had so many black belts prefer to use a stun gun instead of fighting.
- That is so cool! I would love to learn some martial arts.
- My hands & brain don't always work together.
- That's great! My trainer has been carrying his kubaton for over 20 years.

## **FACT-FIND IDEAS:**

- One of the things the self-defense experts talk about is layering your tools...your hands being the last thing you want to rely on. Have you set yourself up with a layered approach?
- Awesome, can we do a class together?
- Do you know what you'd use as your distance tool? Something like pepper spray?
- How would you handle multiple attackers? T
- Have you ever thought about enhancing those skills with self-defense products?
- Do you have a plan for deterring bad guys without having to touch their germy selves?
- What you would recommend for new students to protect themselves before they have all the skills under their belt?

## **OBJECTION:**

**I don't live in fear. Your business is fear-based!**

### **VALIDATE IDEAS:**

- Oh yes! I couldn't agree more that we don't want to live it fear. This is about having a confident awareness and having a plan rather than creating paranoia.
- I educate on this simply based on the reality that attacks happen every day, and I'm empowering people to have a plan.
- You're right. Fear is a terrible master. I wish no one had to be afraid. I am trying to help people to be prepared, not scared.

### **FACT-FIND IDEAS:**

- If you did find yourself in a situation, do you have a strategic plan as to how to handle it?
- How can I help you leave a little safer and more comfortable?
- It's the same reason that we wear seatbelts. Just in case. I prepare people just in case a bad guy comes into your space. Do you have a plan in place in case something happens?
- How can I help you have peace of mind that you can be in control if you ARE in a situation?
- What would it take for you to be confident about your own safety?
- I like to think of my products as fire extinguishers. I have them just in case, but I don't want to use them. Do you have a just-in-case plan?

## **OBJECTION:**

**I carry a knife, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- That's so great that you're being proactive about your safety! I wish everyone did.
- Oh, I'm so glad you carry protection!
- I love that! I carry one too!

### **FACT-FIND IDEAS:**

- One of the things the self-defense experts talk about is layering your tools starting with a distance tool, then your in-hand tool next, and then your hands being the last thing you want to rely on. What would you use as your distance tool?
- Do you know how you would handle multiple attackers?
- Quick question. Do you have a plan for if you're in a situation that doesn't call for lethal force?
- Do you know what you'd do if you couldn't get to your knife in time?
- Have you thought about also carrying a tool that has a disable pin, so it can't be used against you if the bad guy gets it from you?
- Is it with you?
- Are you prepared to use it?
- Are you prepared if you didn't need lethal action?
- What if the knife is prohibited where you are? Do you know what areas you cannot have it in?

## **OBJECTION:**

**That's too expensive.**

### **VALIDATE IDEAS:**

- We absolutely aren't the cheapest products on the market, and there's a reason for that. When it comes to self-defense tools and saving your life with them, it's so important to have tools that are proven reliable. That's why we go through such rigorous testing of our products. We want to make sure they do the job when needed.
- We absolutely aren't the cheapest products on the market, and there's a reason for that. We also have extra safety measures that other products don't have...like a disengagement wristlet, so your tool can't be used against you if it gets taken from you.
- You matter. Someone is relying on you to get home. because they're/you're worth it.
- Our price includes me! You can ask me questions anytime.
- As a mamma who was a single mamma, I understand the need for a budget, and an economical price point...and...when it comes to emergencies, there's no price I wouldn't pay.

### **FACT-FIND IDEAS:**

- What is it worth to you to have tools that you know you can rely on to work?
- What is your life worth?
- Our lives are worth any amount to protect us. No one asks how much the ambulance ride for their child will be
- What if you could get one free?
- Just like I trust my car to move forward when I hit the gas, I want to trust my product will work when or if I need it. Don't you agree?
- What is the amount you would be willing to pay?
- I absolutely also understand that you have someone waiting for you to come home- so what is the price you feel is too high to get you back home to them?
- Do you feel your current self-defense tools are worth their price?
- Can you imagine the cost of not having something to protect yourself when you need it?

## **OBJECTION:**

**I have a big mouth, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- Haha! I love that. I so wish that was the only skill needed.
- Girl, let me tell you about my mouth! This is what I gave to my 4 daughters.
- It's great to make a lot of noise!
- I'm glad you have a big mouth! I have a big mouth as well, but wouldn't want to put it up against someone intent to hurt me.
- I love that you are confident in your voice!

### **FACT-FIND IDEAS:**

- Have you thought about a plan for when you set that boundary and they keep coming?
- Have you thought about having a plan in case you can't speak, like, if someone has something over your mouth?
- If you're in a crowd, can you make a noise big enough to be heard over everyone?
- How long can you yell before your voice goes out?
- Do you know how many decibels your "big mouth" registers as?
- Can your voice tell your friends your location if they're not with you?

## **OBJECTION:**

**I use my car keys for protection, so I don't need self-defense tools.**

### **VALIDATE IDEAS:**

- Oh yes. I used to think a key was a good self-defense tool too. That's one of the myths they used to talk about that in the 90s, but the key is one of the least effective tools out there.
- Swinging your keys can be an okay distraction technique, but that's all they're good for.
- I totally did that for years also!
- You know as girls we're all taught that at first, right?
- Yeah, that was my go-to as a college kid.
- I have a fab, and I realized I can't fab you to death. Haha!
- Being resourceful is so important.
- I have a push to start the car, so my keys are always buried in my bag.

### **FACT-FIND IDEAS:**

- Do you know what you'd do when your key doesn't work?
- The experts say we need to layer our tools starting with a distance tool, so we don't have to touch the person. Have you thought about what you'd use in that case?
- Did you know you can damage your hands by using your keys?
- Did you know that it can hurt you worse than them?
- If your key breaks what do you do then?
- Have you ever thought of a plan B if that key does nothing? What if your keys bend?
- What would you do if it is a carjacking or invasion and the keys are in the ignition?
- What if you break your key, then you can't start your car to get away?

## **OBJECTION:**

**I don't want them. I would end up stunning/spraying myself.**

## **VALIDATE IDEAS:**

- Oh yes! I used to feel that way. That's exactly why I take the time to teach you exactly how to use them. You'll be extremely comfortable after that.
- Haha! Yes! I was that person, too!
- Well, then you would understand how they felt if you stunned, sprayed them!
- Been there done that! Until I learned and practiced using it!
- Ha! I've been carrying them for years and haven't stunned myself yet.

## **FACT-FIND IDEAS:**

- What IS your plan if you were to face a dangerous situation?
- Well, have you thought about one of our other products?
- Would you feel more comfortable with training?
- Did you know I'm always here for you, to help you learn how to use it and get comfortable with it?
- Did you know we have a test spray so that you can practice with it?



## **OBJECTION:**

**God will protect me. I'm covered in prayer, so I don't need any tools.**

### **VALIDATE IDEAS:**

- Oh yes. God is seen as the ultimate protector.
- I sure wish being a Christian would be a deterrent for the "bad guys."
- Amen sister! I was reading in the Old Testament and they needed tools. (lol).
- Yes! I love that we are like-minded in God's Provision!
- Jesus gave David a Rock.
- God is the ultimate protector.
- Have you heard the quote from Psalm 4:8?
- I put on my full armor in the mornings too.
- Coffee, Jesus, and Pepper Spray

### **FACT-FIND IDEAS:**

- Have you thought through a plan if you did find yourself in a dangerous situation?
- Have the heard the story about the man and the flood?
- What if God led you to me for your protection?
- Don't you think that the good Lord wants us to protect this body he gave us?
- What I love most is that I get to rely on the Lord for my protection while thanking Him for providing great tools to use for myself and my family. Just like He taught us to wear seatbelts, he teaches us to protect ourselves in other ways too. Have you ever thought about how you would protect yourself if you were faced with a dangerous situation?
- Have you read the parable of the talents?
- Have you ever thought about how God expects us to use the knowledge and tools he leads us to?
- Have you ever thought about the fact that He's given us the minds and materials to make the choices that serve and protect us?
- Can he keep the devil away always?