LeadLine Pro REBUTTALS

I don’t have any money
We all spend money on Rockstar, Monster, Red bull, coffee, Smart water, PowerAde, Pepsi, etc. If we can transfer those dollars we spend once a day at the gas station or convenience store to once a month, then we can run our own business in an economy that is getting compared to the great depression. If you are really looking for change, then sell your Xbox, Play station, Bike, Old Couch, or Old Clothes. When the WHY is big enough, the HOW doesn't matter. If you see what we see, you'll find a way.

ALTERNATE: (NAME), I will tell you professionally, that if you are in a financial situation of not being able to afford the start up cost for Vemma, then (NAME) you need this opportunity more than anyone else!

BONUS STORY: Tell them a story about someone you have met or work with in the business who is making some serious money but first did not have any money and found a way to come up with it.

*Remember: The reasons why they can't do it are the reasons why they should* [Always acknowledge a prospects question/objection: i.e. that's a great question, I understand where you are coming from, absolutely, etc.]

The one who asks the questions controls the conversation, so remember to ask lots of questions.

I don’t have any time
Sometimes you have to be willing to give up a little bit of free time to become successful. Also, this is a business that you can start part time. Do it whenever you have time. Put in the effort that you choose. But you have to understand that if you treat it like a hobby, you'll get paid like a hobby. And if you treat it like a million dollar business, it can pay you a million dollars.

ALTERNATE: You can run this business in about a few hours a week. If you do not have any time then that is the exact reason that you need to start this business to grow an additional income that will allow you to do more of the things you want to do as it produces a second stream of income for you and your family. That is what most people want to do, take care of their family. If I show you how to work fewer hours, but work effectively, wouldn't that interest you?

BONUS STORY: Tell them a story about someone you have met or work with in the business who is making some serious money but first was very busy and did not have any time but found a way to make Vemma work.

*Remember: The reasons why they can't do it are the reasons why they should* [Always acknowledge a prospects question/objection: i.e. that's a great question, I understand where you are coming from, absolutely, etc.]

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I don’t understand
We can all agree that we don’t know what we don’t know. There is a learning curve to this and it takes time to understand everything. You can take comfort in the fact that every single question has an answer. So please feel free to ask questions.
ALTERNATE: Hey (NAME) I know how you feel, I felt the same way when I got started, but now that I have been doing this for a little while I found out that this is really easy and fun.

BONUS: Tell them about your favorite product as well as go over our different product lines within Vemma, Verve, and Bode to find out what they are most interested in.

**Don't believe this is real**
You can take comfort in the fact that there are already thousands of people all around the world finding success with this opportunity. So it is not a matter of if it works, its a matter of if its going to work for you and if its going to be the right fit for you. We are a 10 year old $220 million company operating in 45 countries. We were just seen on Entertainment Tonight as well as the Dr. Oz Show. We have a partnership with the NHL and the NBA with the Phoenix Suns. We don't pay for advertising or retail; instead we pay people like you and me to market the company. I can set up a call with my business partner who has been doing it longer and can show you the big picture.

BONUS STORY: Talk about the friends you've made, the culture, and being apart of the Vemma family.

**I don't think I can do this**
I am actually calling you to find out if you are serious in becoming a business owner. 95% of Americans live paycheck to paycheck and the other 5% are building real wealth by owning their own business. Which one do you want to be?

FOLLOW THIS RULE: No Convincing! They have to want this.

**I've lost money before**
Please (NAME) don't walk away from Vemma because you have had a bad experience with another company. If you got a bad haircut, would you stop cutting your hair or get a new barber?

ALTERNATE: (NAME) , just because you had a bad meal at a restaurant does not mean you stop going out to dinner.

**Is it Multi-Level Marketing**
Why do you ask? This is not MLM / Network Marketing, this is Social Affiliate Marketing. We are nothing like Amway, Mary Kay, or Herbalife – We are like Amazon.com ...Amazon.com Meets Face book. We refer people to our great line of healthy products and Vemma gives us a retail bonus based on what they order. Just Like Amazon or Tupperware. We get paid total sales volume, just like any other business.

**I'm afraid of losing money**
We have a 30-day money back guarantee if you do not like the taste of the products, so there is nothing to lose.

FOLLOW THIS RULE: Do not send samples. Push for 1 case order.

**How do I know it will work?**
This will work by making the decision that you will be successful in Vemma. Vemma provides enough products/ avenues to build this as well as support, that if you're teachable and willing to learn from those who have already succeeded, you too will be successful. And keep in mind, your biggest risk is buying a healthy product that will improve your health and the way you feel overall.
ALTERNATE: This business is learnable, doable, and then teachable.

I need to research this first
Now the best way for me to help you make an educated decision is to personally spend whatever time is necessary to answer all of your questions. What questions do you have?

BONUS TIP: Direct them to the Clinical Studies. Vemma.com/Science

I already own a business
That is great! You are already on your way to success. I don’t know if you knew this, but almost every single successful businessperson has multiple avenues of income. See, they learned that you never put all your eggs in one basket. This usually means that they ALWAYS have money coming, even if one of their avenues isn’t making money one month, the others are.

ALTERNATE: What do you like Best about what you are currently doing? What do you like Worst about what you are doing? (This way they tell you exactly what want)

I want to talk to my spouse
That is great; two heads are better than one! But honestly, if your (wife/husband) decided not to do this, chances are you would still want to follow through with it yourself, right? You obviously understand what a fantastic opportunity this is. Once you have your website set up, you will be in a better position to SHOW your (wife/husband) how this program works opposed to trying to relay all the information you have from this call. So let’s get you started so you can sit down with your (wife/husband) and show them everything as soon as they get there.

OR

I understand why you need to talk to your (wife/husband), okay, but let’s look at two things you are trying to do now. You are trying to start your own business and make more money for BOTH of you. It is a business decision and chances are she/he will be supportive of any decisions that will better your situation. So unless it will take food off your table or strap your family financially, let’s go ahead and at least get you your spot (offer package you think is in their comfort zone)!

I need to think about it
I already know you want to make more money in your own business and I’m sure you can see yourself making more money with Vemma, right? It’s sounds to me like you still have some questions. Now is the best time to get all the information because you have me on the phone and I am an expert in this business. So what questions do you have?

Need something in writing
We have printed materials, but in today’s word with everything moving online, its easiest for you to see what we having going on if I can direct you to a website. (Find out what they want to know more about and direct them to the appropriate site...i.e. Vemma.com, Vemma.com/Science, YPRParents.com, and VMASTories.com)

What if I want to quit?

LeadLinePro.com  LeadLinePro.com  LeadLinePro.com
I don't want you to think about quitting before you even get started, right? But if you truly want to quit, there is no problem. There are no contracts, or long-term commitments, and we have a 30-day money back guarantee if you do not like the taste of the products, so there is nothing to lose.

**I don't like being pressured**

Please don't mistake my enthusiasm for pressure; I'm just excited about this business. I am on your team, and we will build this business together. See, by getting into this business you are hiring me to work for you. We are a Team.

ALTERNATE: Hey (NAME), decision-making can be gut wrenching, I know. I was once in your position. I had to make the same decision to get started. I am here to help you, what other questions do you have?

**I don't like sales**

We aren't actually selling at all. Everyday we recommend things to our friends and family like a good movie or restaurant, here we just get paid for it. I recommend this product to my friends and family because I personally fell in love with them...it's not like I have to go door-to-door selling Girl Scout cookies. We are recommending a line of products, which we are already spending money on anyways. Instead of buying Red Bull, Rockstar, Monster, or Starbucks on a daily basis, we make a conscious decision to buy Vemma products once a month. And now have the opportunity to start our own business. Our job is to get people healthier and wealthier. A business where you can get your products for free, earn a couple of hundred dollars a month part time to add to your income or you can go full time and earn a full time income.

FOLLOW THIS RULE: Remember, we are not telling and selling. We are sharing and caring.

**Can't bother my friends**

Personally, this was actually the most important thing for me. I wanted to know that what I am telling my friends is actually legit and that they don't look back and are mad at me. But my mindset changed 180 degrees when I saw how Vemma positively impacted thousands of people's lives all around the world. That made me realize that Vemma offers hope. And I decided to take run with it and quickly realized I would be doing my friends a disservice by not telling them about Vemma. Because the only way for me two make $1000 residually is to help two people get to $500 residually. Obviously I want my friends to be the ones benefitting from this opportunity.

**What if Vemma fails?**

The energy drink industry alone is a $13 billion industry (predicted to grow by 50% over the next 5-10 years). The weight loss industry is $65 billion. The tea industry is a $15 billion dollar industry and coffee [pause] is a $100 Billion industry. We have the most premium products in all of these markets. At the same time Vemma is coming out with new products every year. Vemma is only in year 10 right now. Competing with companies who are 40 to 50 years old. We have a lot of room to grow. Again I am not a fortuneteller and we cannot say what is going to happen in the future, but Right Now - Vemma is on the Rise!