



How to Overcome Common Sales Objections in Your Weight Loss Practice

Weight Loss Practice Builder, LLC

Karol H. Clark, MSN, RN

CEO, Weight Loss Practice Builder, LLC

**Weight Loss
Practice Builder**

Overcoming Common Sales Objections in Your Weight Loss Practice

Scripts to Swipe & Use

Hopefully after watching the webinar, you have a new-found appreciation and understanding that you never have to feel 'salesy' in your weight loss practice again. I hope the webinar created renewed energy for your entire team to put into action the many strategies shared.

Before I share some specific scripts you can swipe and use, I wanted to review the top ways for your team to overcome barriers to promoting and selling the awesome programs, services and products you offer:

- Know what your patients want and need.
- Carefully create your programs and services around these wants and needs.
- Carefully select your products.
- Believe in your programs and products.
- Participate in your programs and use your products.
- Carefully craft your offers and make the sale an easy and smooth process from discussion to payment.
- Purchase what you offer (with employee discount).
- Embrace the fact that it is a disservice to your patients if they don't purchase your programs and products.
- Have a genuine desire to help patients get past their excuses to attain their desired outcomes.
- Use organic content marketing to attract people who want to buy exactly what you have to offer. Remember, the better you market, the less you have to 'sell'.
- Recognize when a patient is not a good fit for your particular programs, services and products
- Understand that sometimes what you offer may not be a good fit for your patient right now. That is okay - perhaps now isn't a good time, but leave the door open. And...if you feel strongly that they are using 'get ready' as a crutch, you can mention that if they begin today, they will be so much farther ahead than if they wait.

Here are the scripts mentioned in the webinar. Feel free to use as is or modify to fit your needs.

"I don't want to use supplements or meal replacements."

Option 1:

I understand what you are saying. Many people feel that way initially, but did you know that studies show that use of quality meal replacements actually tends to improve your weight loss results? In addition, they are very convenient, taste great, keep you satisfied longer and save you money when compared to a full meal?

It's something I think would be of benefit to you and I really encourage you to try at least one of them today.

Option 2:

I totally understand and respect your decision and the great thing is that you don't have to!

However, sometimes people don't realize that the meal replacements tend to improve your weight loss results as well as the speed of weight loss. And, they cost less than what you would normally spend on a typical meal - something very important to consider.

In addition, they take the guesswork out of what to eat and are so very convenient - especially when you may be tempted to grab something that isn't your best choice. We taste test all of our supplements to ensure they taste terrific. In fact, I have one every morning for breakfast and it gets my day off to a wonderful start with 30 grams of protein and keeps me very full through lunchtime. Let me show you some of our patient and team favorites!

Addendum:

Have a handout ready for your patients that outlines (with references) the many benefits of using meal replacements. I reviewed them in the webinar but if you want a copy that you can customize to your practice, simply e-mail me at karyl@weightlosspracticebuilder.com and I will send it to you right away.

"Your products are way too expensive for me - I am on a budget."

A meal with the same amount of protein (30g) would cost about \$30 in a restaurant. Your high-quality meal replacement costs about \$3.50 (*or insert your individual price*) so our patients find them to be very economical. And, of great importance is the fact that the nutritional profile of your meal replacement will encompass all of the desired macro and micro components as well as vital vitamins and minerals, *unlike a typical meal*.

The meal replacement also creates thermogenic energy which will boost metabolism and aid in weight loss. So, the payoff is weight loss, likely fewer medical bills and money saved in the short term and in the long term.

"I prefer to buy less expensive supplements & meal replacements somewhere else."

Reinforce the fact that your supplements and meal replacements are physician prescribed and made from clean protein and governed by manufacturing requirements not necessary for the ones sold at other discount stores. Explain that (your doctor's name) has specifically chosen these because they are the highest quality products available for our patients. They are really second to none! You won't find quality and taste like our products anywhere else.

If you desire, feel free to tell them the old saying "You get what you pay for" definitely applies in this case. Explain that good clean protein is more expensive to produce, source, and manufacture correctly. Tell them about Consumer Report's study on what's in mass produced whey protein. They found, heavy metals, carcinogens, and even DNA from snow leopards in the samples they tested. They also found CHEAP substitutes for protein in the samples they tested, this practice is called "Protein Spiking," the practice of adding non-protein substances like; aminoacid glycine, taurine, arginine, and creatine to fool lab tests for protein. Hydrolyzed leather protein (animal skin scraps) is the latest fake whey protein being used by these suppliers because it is very hard to test for and super cheap. Low end protein can cause weight loss stalls and even weight gain.

"I only want to eat real food. OR I don't like to eat packaged food."

This is a good time to utilize their body composition and explain what the numbers mean. Reinforce the fact that you want to keep them from yo-yo dieting and explain the importance of losing fat, not lean body mass which is accomplished by ingesting an adequate amount of protein, controlling carbohydrate intake and adding resistance training. Maintaining (or increasing) lean body mass throughout weight loss and weight maintenance is what will drive their metabolism and prevent yo-yo dieting. However, in order to get enough protein in during their weight loss phase, protein supplements tend to be a better option because they are able to control caloric intake which can get extremely high using food alone.

Then, you can add something like: I understand what you are saying. That is why some of our meal plans include a combination of meal replacements and healthy choices from the grocery store and all of our meal replacements consist of clean protein and are fortified with vitamins and minerals, not corn syrup. You may have a difficult time finding the equivalent nutritional profile of "real food" versus meal replacements in the grocery store, not to mention the amount of food you would have to eat to reach the macro nutrient combination required to lose weight.

I would like you to consider using meal replacements to reach your weight loss goals and our coaches can then help you eventually navigate grocery stores. Our goal is to teach you how to eat to lose weight and how to maintain your weight loss, as well as how shop in the grocery store and make the best food choices.

The benefits to their short-term and long-term health far outweigh any thoughts they might have about short-term use of protein shakes. Are they suffering from diabetes, high blood pressure, high cholesterol, sleep apnea, fatty liver, difficulty breathing, difficulty conceiving? Great tasting high-quality protein supplements can address all of these health concerns.

"I don't want to journal."

Most people don't like to journal so I understand what you are saying. However, studies show that people who keep a food diary double the amount of weight lost when compared to those who do not.

For that reason, we do need you to journal. It is a requirement for our program because it is that important. And it can easily be done on paper (*have a sample paper journal ready for them - [e-mail me](#) if you need a sample*) or a handy app on your phone.

How about we compromise - you can journal just 2 days during the week and 1 on the weekend. This is not required forever but is required during your weight loss phase. I know you will see how very helpful it is for your short and long-term weight loss success.

Resource for statistic <https://www.sciencedaily.com/releases/2008/07/0807080738.htm>

More Robard Resources on This Topic:

The Sales Benefits of Customer Obsession: <https://robard.com/blog/the-sales-benefits-of-customer-obsession/>

4 Strategies to Increase Your Weight Loss Product Sales: <https://robard.com/blog/4-strategies-to-increase-your-weight-loss-product-sales/>

How to Effectively Package Products and Services for Better Weight Loss Program Sales: <https://robard.com/blog/how-to-effectively-package-products-services-for-better-weight-loss-program-sales/>

I hope this helps you and your team overcome the most common objections from your patients. If I can be of further assistance, please reach out to me at karol@weightlosspracticebuilder.com and if you're not a member of Bariatric Business Boss, it's a great low cost way for us to begin working together because you get one on one time with me, unlimited e-mail access and so many weekly resources for you and your patients so you can grow your practice while enjoying the journey along the way. The details are at www.BariatricBusinessBoss. I also do many complimentary opportunity audits and often this one call is enough to get you unstuck regarding whatever is top of mind. [You can get on my calendar by clicking here.](#) I can't wait to learn more about you, your business and your goals!