

Common objections and suggestions on how to respond:

Too expensive, tight budget: When you compare it to high quality items at the health food store, our products are actually better priced especially on our SmartShip program and if there is something out there to spend a little extra on, I believe it is my family's health but let's dig a little deeper. I used to say that things were "too expensive" as well, the suite on the cruise, the fancy camera, the travel soccer team, but I got tired of saying that and went looking for something that would give me the extra money so that I never have to say "it's too expensive" again. This might not be that thing for you, but I hope you take a serious look. I don't sell products, I share a way for people to get ahead in life. Then I would attach a video or a screenshot of a testimony whose health has radically changed from using the products (you can use the SEARCH box at the top of the main page of this app and type in HEALTH TESTIMONIALS to find a few). [Rachel Garcia]

Is this a Pyramid scheme? I will usually ask back, "what do you mean by that?" Often times they aren't sure what they are asking, sometime they ARE asking if it is illegal, sometimes they are asking if the person at the top gets paid all the money, sometimes they want to know if it is the same thing that their cousin got involved with 8 years ago who is now making 6 figures per year from that one investment.

Illegal – Pyramid schemes are ILLEGAL. That is when you put money into something with the promise to make money but you never get something physical back in return, that is a pyramid scheme, people go to prison for those and they don't last 3 years much less over 18 years, it definitely isn't that.

The people at the top make all the money – You mean like your job? Where there is a CEO and then a company president and then a company VP, then project managers, then supervisors then secretaries, then janitors? In that scenario there is only ONE PERSON at the top. In this business model, YOU can make more than the person who enrolled 17 years ago. It is a work business model that has been around for over 80 years and self made billionaires, Tony Robbins and Richard Branson have gone on record stating that it is a brilliant way for any American to create an additional income stream with low upfront investment and a small amount of time commitment. The hard part is finding a good one. Are you in a pyramid at your current job?

Tried that before/we're just not the type: It is like nothing you have ever seen before but on that note ...did you ever go on a bad date? Did you swear off of men/women forever as a result? Don't let one bad experience steal from you something that could very well change

your life forever. Taking a look doesn't mean you are doing anything, it just means you are taking a look. You can say no, just give me an educated no. [Rachel Garcia] Eric Worre says to respond with, "Ooh, sounds like you have a story. Tell me about it! What happened?!" Listen with genuine interest, then say something like, "If I could show you how... (whatever addresses their previous failure), would you like to hear more?" Nothing high pressure, just a genuine desire to see you get healthier and succeed.

I don't want to make money off my family/friends: When someone starts to say things like "I refuse to make money off of my family and friends" I respond with a story.... "You know what I used to feel the same way and so we just started by using the products, then I lost 32 lbs, my husband's depression disappeared and my son's stomach and allergies issues resolved completely and I felt ethically obligated to share it. Now I know sharing PURE isn't about money, this is a GIFT and I don't know who needs it so I share it with everyone. Would it be okay if I add you to our testimony page on Facebook so you can see how many lives are being changed daily?" If you don't have a story of your own to share, share someone else's story. I share YOUR stories on Connect calls daily. Many people have side gigs and have learned to recommend things that they like. Many of us will recommend a local restaurant, a movie or a book without any financial gain, this company chose to offer commissions to people that recommend it, you don't have to recommend it but if you choose to, you can earn some extra income. Lastly, I think of it like having a box with \$1million in it behind my back, I am offering it to everyone, not everyone will reach out and take it. are

Not now, not for me, too busy: First whenever someone says one of those things to me, I try to leave the door cracked open to come back so I will usually respond with. "Timing is so important, is it okay if I check in with you from time to time to let you know how things are going for me?" They will usually respond with "Sure" and it makes coming back easier. If you didn't leave that door open I might say "Hey Becky, it's been a little while since I last reached out to you and I wanted to check back in. Timing changes for everyone and since I last reached out our company has really started to explode. Are you open to taking another look?" Maybe share a little bit about how your life has changed or how someone you know has seen their life change since starting with PURE. I share your stories all the time. "Since we last chatted we are seeing people join and have life changing results with their health, finances, time freedom, etc... Additional streams of income are just smart and making \$500 per month is not difficult to do here, are you open to taking another look?"

I am in another company: I have said, “I know you are an expert in this field, are you open to taking a look at my company, I would love to hear your thoughts.” People jump from other companies to ours ALL THE TIME. This business is difficult can you imagine doing it with a product that doesn’t give life changing results? Or worse a comp plan that doesn’t pay very much? They deserve to know there are other options.

I get my nutrition from food/supplements too much like an addiction: One of my answers to the addiction question if and only if I am in person : “Would you agree that if you drank one gallon of water a day for a month that it would be good for your body? And that if you stopped drinking the gallon of water each day you would be able to tell and probably not feel as good? Well we wouldn’t want to get addicted to that water would we? 😊 Think of how much better you could feel if you cleansed out the toxins and poured plant-based nutrition in for a month? One of the absolute best gifts we can give to our children is a healthy parent.”

Not interested with no explanation: Okay, thanks, [name]! If that ever changes, please keep us in mind, and if you run across someone who DOES need a change in their health or finances, feel free to share my story with them and send them our way. If they are close friends or family members, I would consider saying “You can say NO, just give me an educated no, KNOW what you are saying no to, if I send you a 10 minute video, will you watch?”

It sounds too easy: I would tell them, “It is simple but not easy. Don’t let what could be one of the best things that could ever happen to you pass you by because “it sounds too easy”. Do your research; what do you like best about it?”

Stick with my doctor/meds: I’m glad you’re happy with what you’re doing! 17 of our products are listed in the Physician’s Desk Reference and we now have over 475 Medical Providers recommending these products in their medical offices across the country, so if things change, keep us in mind. Your doctor might like to add some of them to their office.



I’m healthy: That's good to hear! We both used to be the same, so we know from experience that things can change unexpectedly. Please keep us in mind. You might come across someone who does need some help in health and/or finances, you do like to help other people right?