Plexus Shield of Confidence – A Strategic Plan for Overcoming Objectives, Ingredient Questions, and Skeptical Comments

The Plexus Shield of Confidence is a method of presenting our products and opportunity from a place of strength. By focusing on these points, we avoid arguments over ingredients, other companies and product comparisons. You don't have to convince anyone. This method will simply turn the conversation back to what you know about our products and company.

**Question:** (Insert any question/objection that someone might bring to you.)

**Answer:** "I don't know much about that, but what I do know is....."

Then, tell your story and one of the four topics listed on the shield to answer the person as it relates to the question or objection. ALL of the answers you need are there!

Your story is your TRUTH! No one can ever dispute your own personal story. Take the time to get it organized and specific. Then memorize 2 other peoples' stories.

You sell the products and the opportunity with your conviction and passion not extensive knowledge.

**Example:**
Prospect: "How are Plexus products different from Company X's?"

You: "I don't know anything about that company, but what I do know is..." then, tell your story and 2 others plus "Plexus has grown over 16,000% in the past three years and has been recognized as the 8th fastest growing privately held company in the United States. You don't achieve that level of success unless the products work."