

**Communication Skills: Part 6 of a**  
**6 Part Series on Michael Oliver**  
**Monday, October 6, 2008**

**Michael Oliver “How to sell Network Marketing without fear, anxiety, or losing your friends”**

Series: 6 weeks through the book (1 week intro)

Feeding Back What you Think you Heard They Want

1. Review of where we have been

The four principles?

Helping other people solve their problems

Listening to what is being meant not just said

Asking the right questions at the right time

Feeding back what you think you heard

The five stages?

Connecting

Discovering and Listening

Transitioning

Presenting

Committing and supporting

2. The Presenting Stage

“Do not conquer this world with force, for force only causes resistance.” Tao Ti Ching

a. What to present? We already reviewed in week 4

Relate the problem someone has to the features, advantages and benefits of your business opportunity to solve their problem.

Examples:

b. Summary and Agreement

This comes first...the foundation of your presentation stage...where you restate their need, their feelings about it and their desire to do something different.

“You know how you said...” (repeat what is missing in their life)

“And...” (repeat an important logical problem)

“And because of this it’s making you feel...” (repeat an important emotional problem)

c. Next explain what you do

“Well what I do...”

- d. Present your business opportunity as it applies to them  
“What this means to you is you can do the same thing.” Describe the features of your business and the advantages that will solve the LOGICAL side of their problem  
“Which will allow you to...” (describe the benefits of the same features that will solve the emotional side of the problem)
- e. Ask a qualifying question  
“Does that sound/feel/look as if it might take care of what you want?”  
BE QUIET and let them think and respond...any issues will come up.  
You are done presenting.
- f. The sandwich test: You go to lunch and run through the whole process...then look at your sandwich...if yours is eaten and theirs is 1/3<sup>rd</sup> gone you WIN!

### 3. The Committing Stage

“Address the other person as a person, and you will solve their logical as well as their personal needs.”

a. It takes two forms:

- 1) a commitment to take a series of small steps
- 2) a commitment to become a partner

b. Step 1 An overview

Review your business opportunity and tie in as many features as needed. Be brief, but again conversational.

As new info arises, go back to Discovery Stage and Conversational Framework.

c. Step 2 Make a suggestion

Get to a point of either asking for them to commit to partner (see Final Step), or offer one of a number of steps for them to learn more. You will know, but always look for a next commitment...examples...

Put a time frame and always follow up. Make sure you commit to something as well.

Concerns: always check for them

Ask questions to find them...example

“How does this look so far?”

Concerns are not objections...those left in the discovery stage

Address them:

“When you say...what do you mean by that?”

“Why do you ask that?”

“How did you arrive at that?”

Discuss and go into Discovery Stage...remember resolve

through dialogue

Then: challenge

“What if we could...’

“Suppose it wasn’t what you thought it was?”

“Suppose you could...”

Example: they say “I can never sell...”

“I can appreciate that. Let me ask you, when you say ‘you can never sell’ what do you mean by that?”

Answer

“What is your perception of selling?”

Answer

“I can understand that...do you think that what I have been doing with you is selling you?”

Notice you are staying away from making statements...by asking questions you are allowing the person to persuade themselves if that is possible.

d. Step 3 Keep making suggestions

“What would you like to look at next...”

The fortune is in the follow up.

e. Step 4 The Final Step

the closing statements...

“Why don’t we just get you started?”

“We seem to have covered all the bases of what you are looking for. I do not know if there is something more I could offer...”

“When would you like to be up and running?”

Now you have finished the book...how do you incorporate all of this into your daily communication habits???

### **1. Practice, Practice, Practice!**

Practice with real people all the time. Practice one thing at a time in small steps. Notice how people's attitudes toward you change as you progress.

### **2. Quantity Of Practice Is More Important Than Quality**

Quality and understanding will follow as you get more familiar with the process. In the beginning you don't have to get it "right", but you must get it started!

### **3. Keep Your Conversations Relaxed**

It's not always what you ask or say, it's when you ask or say it.

Keep your conversations, well... conversational! Don't let your enthusiasm overwhelm people.

#### **4. Let Go Of Your Attachment To The Outcome!**

The outcome is a result of the integrity of the process. It's the process that will create the relationship and, ultimately, the sale. Let go of your outcome and your income will increase!

#### **5. Do Not Start "Selling" As Soon As You Glimpse An Opportunity!**

Do not jump in with your solution as soon as you hear someone say something like "I wish I had more money"! Instead, find out what is behind this kind of statement.

#### **6. Go Slow To Go Fast**

Take your time and look at this as a "journey of discovery".

#### **7. Invest Time In People**

If you only find one person a month, who joins you for the right reasons, and that person is prepared to do what is necessary to change their circumstances, and each person did the same thing, and so on, all within the same 12-month period, how many people would you have in your team at the end of the year? 4096!

That's right, 4,096 motivated distributors and clients doing the right things for the right reasons