

Communication Skills: Part 2 of a
6 Part Series on Michael Oliver
Monday, August 25, 2008

Mannaquest 2008: we are almost there!

August 26th - Tuesday Night CEO Series covering Bounceback and Osolean and Merri-jo Hillaker: A Business Presentation

Pathway to Presidential – A New Day...A New Mannatech –Starts

September 27th . See www.mannatrain.net/p2p.html for more information

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

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

Did you do the 7 day Ecourse on www.naturalselling.com?

Did you analyze where you are today? Reviewing the objectives of these 6 weeks?

Laying the Foundation

1. Believe Nothing

a. Can you represent something to someone that you do not believe?

b. Can you treat someone in a manner you would find offensive?

Could these be some of the reasons your business is not working for you?

c. So STOP IT! Classic selling generates mixed messages. No matter how much it says service the customer it always boiled down to profits. True selling is about service! So, where is your focus? What is driving you? Is it sharing solutions? Or is it all about you?

d. When you focus on manipulation, techniques, quashing objections, overcoming rejection, you will generate exactly what you are putting energy toward!

e. So, accepting techniques as truth is not where you want to be. You must be true to your self.

f. How many of you have a hard time with the fact that you will make money off the sale? This is it.

Why?

If you knew you were bringing solutions, truly serving people, now where is your mental state about the money.

g. Come to the position that maybe your solution is not right for someone...make that okay for you. Example: someone is looking to make \$5000 a month starting immediately. Do you bend over

backwards showing the Fast Start Power Bonus Plan (which you have yet see work for anyone) or do you say “I think my solution is not what you are looking for immediately, but would long term give you an incredible sense of financial security so perhaps be that income insurance policy so you do not find yourself in this position again?”
“There is strength in being open to the vulnerability of letting go.”
h. Whatever works for you...it becomes your truth. It is not based on techniques someone tells you. So keep in mind to get rid of the “either or” philosophy and take on the ‘as well as..’
“Different thinking, different doing, and different being reveal different truths. I hope you find the truth that is within you.”

2. The Cause of Rejection

- a. It is not so much that it happens but what happens to you.
- b. 2 types of rejection;
 - Just not interested
 - After full review of your business opportunity, it just does not fit them.
 - We are talking about the first.
- c. Typical Approach; tell people to get over it. How is that working for you?
- d. Real approach: why not overcome the cause of rejection.
- e. Cause: we create rejection by our own quick band-aid solutions to everything because we don't explore what is behind people's needs. Lack of money, health or anything IS NOT USUALLY THE PROBLEM...the real problem is what is causing the lack of money, health, or whatever.
- f. “If you want people to understand you and your ideas, understand them and where they are coming from, and what is happening in their lives and how its affecting them first.”
- g. Examples of how this starts to look:
 - Ask questions...How's your family
 - When they mention lupus...more questions
 - What do they plan on doing?
 - How is your family dealing with this?
 - (do not treat their answers as objections...no “Yes, buts...”)
- h. Truth is it doesn't matter what you think about your products. It is what the other person thinks.

3. 4 Principles to Overcoming Rejection (we will be covering these one at a

time over the next 4 weeks...this is just an overview)

1. Helping other people solve their problems

You are in the Mannatech business for what purpose?

Ask it differently...if your product can not help other people then why would they have any interest in being in business with you?

Allow them to persuade themselves and take responsibility for their actions. Shift from ego (what's in it for me) to how can I help; the different energy will bring different results.

Let go of the outcome and your income will increase.

2. Listen to what is being meant, not just what is being said

First, we must listen...most of us spend 45% of the time trying to figure how to respond, 45% on waiting for a gap in the conversation so we can share, and 10% in truly listening.

Take listening courses, review mannatrain.net Carol McCall training and empathic listening (Stephen Covey review of Seek First to Understand and then to be Understood)

Second, we must learn what to listen for...

Third, your questions come from their answers so you must listen to understand!

3. How to ask the right questions at the right time

Whenever you start off telling about your products, business, that generates the objections and rejection...so, ask questions.

Manipulative questions can work but only temporarily.

Buyer's remorse sets in and you lose them a few months later.

Why? Because they did it for your reasons not theirs.

You need to ask questions that are principled questions, questions that bring out each person's inner and external truths and values.

Your questions need to open their minds, allow them to think about their lives.

4. Feeding back what you think you heard they want

Continual feedback is necessary but the ultimate comes at the end. When you have worked through the discovery process and really listened you should be able to summarize what they are looking for, why they are looking for it and how you can help them.

It is amazing how little you may need to say about the products or the business; just use the information that meets their need, what they are looking for, and they will see how they will be

served.

Ask “How do you see yourself benefited by the program?”

For “I Can”, I ask “so how is your life different in 12 months if you are earning \$2-6000 each month?”

Now if they do not buy, it is because they did not see it as a solution, and there never was a sale in the first place. Next!