

Communication Skills: Part 3 of a
6 Part Series on Michael Oliver
Monday, September 15, 2008

Pathway to Presidential – A New Day...A New Mannatech –Starts September 27th . See www.mannatrain.net/p2p.html for more information
Strategic Plan for Your Business

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? See week 1

Helping People Solve Their Problems

1. The Power of Dialogue

a. The model of selling, telling or persuading in Network Marketing has these results:

- 1) discomfort when people say no
- 2) frustration when you are talking and can not get your point across
- 3) after a few sales, you slow down or start to manage
- 4) afraid to ask for the order because of the money you will make
- 5) uncomfortable when receive money for the sales you make

Why?

Self-focused, adversarial, and does not connect with our soul

b. Three main communication modes:

1) Least persuasive when we are tellers

A great presentation can motivate but results will be temporary. Real motivation comes from within. SO why do we like to present? It is easy; learn once...but it's guesswork.

Two fears of people around presentations:

1-you will persuade them to do something

2-how much of their time will you take?

Presentations are great for big groups so afterward you make it personal.

2) More persuasive when we interact and discover from each other (discussion and debate)

Not the best because it tends to be about you winning your person over to your viewpoint. Again, you are getting into persuasion. Object is to “win.” The responses “Yes, but...” Giving priority to the other person means letting go of control. Why hard? if you want things to change...

3) Most effective when we allow others to persuade themselves (dialogue)

Allows you to find out the essence of a person.

Your openness creates a field of energy that makes people compelled to listen to you and your ideas.

Purpose of dialogue: go beyond each person’s understanding so that collectively both can be more insightful and intelligent than individually.

....collective thought or truth...

KEY: using dialogue, you help people work out the inconsistencies of their own thoughts, come to their own conclusions, and be more open to the idea of change.

Detach from your expectations.

The mechanics of Dialogue:

(1) Suspend your assumptions

By releasing your assumptions, judgments, prejudices, you are open and you open up the other person as well...no debating, arguing, and defending.

Law of reciprocity: you listen openly, they listen openly

How do you offer new idea?

(2) Become colleagues

Focus on understanding the other person...you will become colleagues in coming to solutions together.

Focus on the present...live in the moment.

(3) You are the facilitator...observer...you facilitate the conversation for both of you without prejudice, and you observe your own thinking and actions.

Exercise this daily... 1 + 1 = 11! Synergy exists.

Then, adjust your future...learn from what happens, change your expectation...prepare for issues, but never expect them!

Using the first principle of Natural Selling...helping other people solve their problems...you release having to make a sale and look toward how you can serve others.

Socratic dialogue...will bring another’s current reality to the present.

2. Current Reality

“Any fool can come up with the answers. But the real measure of wisdom is coming up with the right questions.”

Swami Beyondanandi

a. Most people live where? Past, present or future? PAST.

So here you come with dreams...what they want more of. Why is it this does not work for very many? Or only temporary?

It is fantasy for them. Language we hear:

They have gotten to a certain point in their lives, and have accepted it, and have built up defenses to maintain it, not believing in better.

They need to anchor their future in their present...otherwise they have nothing to attach their future to.

Understand...

b. Why people do not live in the present? Too painful, failed dreams, and unfulfilled circumstances. So a promise of a better future is just another tale...you need to break the pattern...your behavior!

c. Helping people change: learn their past, bring it to the present moment, and then talk about the future bringing it into the present.

What does this look like?

“Wherever I am, I am the master.” I can make choices to create a better tomorrow.

Unless people are willing to see themselves in the present, they will continue to live in the past...and not move forward. Make them feel the full brunt of their present to build their desire to change.

d. Examining their present will cause tension...tension creates a need for resolution...CHANGE! You are the change agent.

Don't get into the person's baggage. It is their stuff...you can not help people only they can help themselves. What does this look like?

Creative tension evolves into enthusiasm for a better tomorrow!

3. The Discovery Process

“Most people do not see the world as it is. They see the world as they are.” Anna in the King and I

a. So my first goal: to determine

1) Does the person have a problem with their Present Situation

2) If yes, and do not have a desire to change it

3) If yes and they do have a desire to resolve it

b. How?

1) Ask questions

- 2) Listen intently
- 3) Respond to their answers with more questions

About:

Their current reality (how they see it due to past)

The present moment for them

Their future desires

c. The result of the person buying WILL NOT BE based on your salesmanship, but rather on their trust of you knowing them, their needs and caring about affecting results THEY want for themselves.

The integrity of the process WILL CREATE THE RESULTS.

d. See attached "Discovery Process"

Your questions will come from their prior answers.

You start with their past, look into how it impacts their present and listen to them talk about their history.

Many have buried their dreams and your questions bring them to the surface.

e. Logical conclusions

1) They are content with their current situation

You feel joy and gratitude that the person has what they want in life. When you focus on them, and they are happy, you share in that joy. Disappointment shows lack and will be rewarded by lack.

2) Unhappy with their situation but unwilling to do anything about it.

Some people say they want something different, but they don't do anything about it. You need to understand this. If you motivate them externally, they might take action temporarily, but it will not last.

3) Unhappy but truly want to do something about it. This is where you can help!

f. Listening

1) How to listen

Take the test attached hereto...next week we will proceed with this.

2) What to listen for