

**Communication Skills: Part 4 of a**  
**6 Part Series on Michael Oliver**  
**Monday, September 22, 2008**

Pathway to Presidential – A New Day...A New Mannatech –Starts  
September 27<sup>th</sup> . See [www.mannatrain.net/p2p.html](http://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”**

Listening to What is being Meant, not Just What is Being Said

1. How to Listen Effectively

“Success comes to those who Listen”

a. “Be With” listening

No judgment, prejudice or interpretation

Put your agenda aside

Focus on other person

b. “HeartMath” is a good book

c. Just go out and talk to someone...asking questions with NO  
AGENDA and watch what happens

d. If you listen intently you will ask better questions!

e. Listening makes you look smarter

f. Four rules of effective listening:

1) Be present

Concentrate on the speaker

Use body language to show you care

Do not be thinking about what you are going to say

2) Be acknowledging

Acknowledging someone helps draw them to you

Mechanics:

(a) body language

(b) feed back, summarizing and clarifying

(c) verbal pauses

(d) silence and pausing

Use the power of silence

“Is this network marketing?” “Yes it is, do  
you know anything about it?”

Then be quiet...

### 3) Be accepting

Instead of “Yes, but...” really work to understand how they arrived at their opinion...

Let them talk and be “accepting” to hear them

Advantages:

They will be willing to hear you

Their own process might teach them something

You gain more understanding

“When you stop insisting, people stop resisting.”

Q: When you operated the other way, “Ye, but..” did it work?

This is about you becoming vulnerable, letting go of “I need be right,” and willing to expand your understanding...most importantly about them.

Accept...without judgment, without prejudice, without assumptions, without statements, without interpretations...

### 4) Be curious

Someone tells you a problem and the first thing out of your mouth is “You know what you should do?”

If someone does that to you what is your response?

Exactly, you are taken aback. So, why do you expect others to be different?

Be curious...ask them questions to find out more about the problem...nothing is as simple as YOU TRY TO MAKE IT.

## 2. Knowing What to Listen For

### a. Three things you are listening for

1) Is there a problem to be solved?

2) DO they have a desire to change?

3) DO you have the right solution for them?

### b. The answers to life’s questions lie inside you...

symptom versus problem...lack of time is not “the problem” rather it is a symptom of the problem...

Looking behind the symptoms to find the real problem is what it is all about...then you can answer the problem and come from solution with their language...not yours!

### c. Circumstances cause needs/problems

You need to listen for “How is it affecting them.”

Remember Current Reality from last week?

The degree to which a person is dedicated to change comes from the amount of discomfort they feel in their present

reality...so have you explored their present reality with them yet?

Learn to LISTEN FOR FEELINGS not facts

Problems come in pairs: outer logical needs, inner emotional feelings

Facts: too much stress at the office

Not enough time, money, family time, health, etc.

These have very little emotional or persuasive power

You will offend people by responding to facts.

Logic is not the basis for change...emotion is! This is why you have been rejected so many times...the minute you hear a fact...you jump on it with your solution.

How has that been working for you?

Behind every fact is a feeling IF YOU CARE TO FIND OUT.

“Facts belong to the world; feelings belong to the individual.”

So what am I listening for?

“people will explore and buy your solution because they feel you understand them as a unique person...”

Example of what this looks like...

### 3. Presenting your Solution-Satisfying Needs

“You don’t need closing techniques for someone who wants to make a change.”

a. Solutions come in pairs: the features of your business opportunity to meet the factual side of their problem by being advantages, and solving the personal side by describing those features as benefits.

Is this just a numbers game? So many nos to how many yeses? NO! This is what you have been doing...stop it! Do not sacrifice quantity for quality.

So, feed back to the person exactly what they have said they need (more time, more money. Etc.) but describe it in their words and emphasize the benefits as it meets their emotional needs they have told you.

b. First understand

circumstances:

a need or problem:

a solution:

c. Then understand

Features:

And never express them as benefits!

These are the facts of your business and rarely if ever will be persuasive...why? Because features spoken in a vacuum (without tying to that specific individual's emotional needs) are just a laundry list.

Personalizing them into Advantages/Benefits

Talk about features ONLY as they solve logical and personal problems...

Advantages: when they solve logical problems

Only in response to their logical problems

Language looks like...

Benefits: when they solve personal needs

Be patient to find their needs...example

“A benefit illustrates how the right feature and its advantages satisfies the inner personal needs, feelings and values of your prospective partner.”

Give 2 examples:

d. Always end your presentation with a question if you can

“Does this sound like what you are looking for?”

Give example:

### **FEATURES....ADVANTAGES....BENEFITS**

**Their outer logical needs...to their inner emotional feelings/needs**

All personalized to the individual you are focusing on to support...

WOW, this is powerful!