

The Way You Think and Communicate
Will Determine People's Responses to You
Monday Call, April 4, 2016

- Mannafest April 6-10 Dallas Texas... See you this week-
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- TNL – April 12th at 7:30 Pm CT at Mannatech Corporate Offices or
www.mannatechlive.com -

Michael Oliver, “Natural Selling” is his book

1. What is your greatest FEAR in sharing your product/opportunity?
 - a. Two types of rejection:
 1. Flat in the face “Not Interested” or “You must be Joking”
 2. Someone looks at your solution and finds it really doesn't fit what they need.
First one, is the one we want to work on since #2 is just going to happen.
 - b. The cause of rejection
 1. Do you have feelings of anxiety about talking with people about your Income Opportunity or Products?
 - a) How is this changing your language?
 - b) How you choose to think, say or do will reflect how others will think, say or do in response.
 2. Understanding the cause of rejection: 2 things to grasp
 - a) People do things for their reasons not yours
They are motivated by their personal interest and subjective reasons not yours.
 (“What's In it For Me” syndrome)
 - b) Most people resist being “told” what to do even if they ask you.
Most generally like to learn and understand before taking action on changing anything.
2. There is NO SUCH THING as “one size fits all” when it comes to making presentations
 - a. Giving the same presentation *tells* people what our solutions are and what they can do for them. Response: rejection. Then your entire conversation becomes one of conventional selling: responding to objections, frustration, fighting your way to a sign up.
Truth: it doesn't matter what you think about your solutions for them, it is all about what the other person thinks.

- b. When you hear a need, do not launch into “fire hose” mode!
Store the information for use to tailor your presentation.
- c. Bottom line: DON’T come up with your solutions too early in a conversation/presentation to someone.
Don’t resort to “selling as a numbers game.”
- d. Goal is then to help people surface what they know and don’t know, and what they want by allowing them to come to their OWN conclusions.
- e. Think of your own experiences:
Have you ever been with someone and asked for some help...and they started back at you with “You know what you should do...?”
What was your response? Did you feel resentful or annoyed, even though you asked for help?
People do things for their reasons...not yours!

3. The Natural Law of Giving

- a. What you give is what you get
- b. Other peoples’ actions and words are reflections of your actions and words.
It’s like a smile.
- c. What if you put pressure on someone by telling, presenting, or persuading people to do things you want them to do?
Most people will “tell you back.” How?
 - 1) Rejection
 - 2) Objections
 - 3) Passive Aggression (where people say they will do something and then don’t)
- d. If you want the Law of Giving to work for you, take advice of Stephen Covey: seek first to understand and then to be understood. (“7 Habits of Highly Effective People”)

- 4. Exercises to support you in developing this method of increasing your sign up rate
 - a. Reflect on how you feel when a salesperson or telemarketer tries to get you to do something.
 - b. Think about your reaction when you see an advertisement on TV or in print. If you paid attention to it, why is that?

- 5. 6 Additional Lessons for free at www.naturalselling.com 7 day course for FREE

Other topics:

- 1. The importance of starting out the correct way
- 2. The Purpose of your business
- 3. The Magic and Power of Dialogue
- 4. The Power of Listening
- 5. The Importance of Feedback
- 6. Conclusion and the Next Step

Targeting Prospective Customers and Partners:

As a business owner, your most valuable asset is your TIME. Use it wisely!

- 1) Look for the signs that someone is either **READY** to buy, **OPEN** to buy, or think they might be interested.
- 2) **STOP** spending time on the 55% of people who are either not even thinking about your product (remember, the business opportunity is a product!), or will never be interested.

