

**How To Have Fearless Conversations
And Build Your Business Faster,
Without Fear,
Rejection Or Objections!**

TeleClass Transcript #3

With Michael Oliver



Well, welcome again everybody. This is Michael Oliver for the third telecoaching of the fourth series. And what I'd like to do is to talk about, and concentrate on, and interact with you about five things, and this will be more of an interactive call.

Okay, so the first thing we're going to talk about is do a quick feedback from the exercise that you did last week, so I'm going to get some feedback on that. The second thing is we're going to do three more reframes of the "10 Ways to Reframe Your Thinking". The third thing is we're going to carry on growing the first three stages of the Natural Selling 5 Steps to Success Framework. That's the connecting stage, discovering stage, and the transition stage.

Now, if we get a little bit carried away on the discovering stage, I'll move the transition stage to next week, as we wrap up. And next week we'll also be talking about addressing people's concerns, and so on, and so forth, so it will be a fun week. And so this week we will analyze the seven different types of questions, in another words, the why behind the what.

I gave you seven last week, so we're going to go a little bit deeper behind that. And will expand on what you've learned, and look at how to use those questions to help your potential partners or customers (note this) bring their past into the present moment, and bring their future vision into the present moment, so that it enhances their desire to take action, and makes your bank account grow. Say yes to that, if that is something you'd like to see. Unmute and say yes, if that is something you'd like to see.

Group:

Yes.

Female Speaker:

Absolutely.

Male Speaker:

Absolutely, yes.

Michael:

<Laughter> Okay, perfect. So that's what we are going to do and then we'll do some role playing. We'll do some role playing throughout. And at the end, we'll do some Q & A and some feedback. So very, very quickly, I'd like to hear from two of you some feedback from the exercise from last week. Last week you had that exercise, and I'd like to just hear from you how you got on, how you felt, and what was the outcome for you, and what you felt, possibly, for the other person. So who would like to jump in first and just give a bit of feedback?

Steve:

I would Michael. Steve, from New Jersey.

Michael:

Okay, Steve, thank you.

Steve:

So I got some leads this past weekend, and I made 12 phone calls, and reached four people who I had a conversation with. One of whom, then later got on a webinar, and when I was doing the conversation, the dialog with her I really thought that, *oh here's somebody that I'm going to practice on, because I just don't have a great feeling*. But the more the conversation developed, the more I let go of my assumptions, and just questioned, and just let the questioning flow from the previous answers. And when she got on the webinar today, I asked her and she said she didn't like selling at all. She didn't like pushy selling, pushing selling people.

And I said, "Well, how did you feel about the conversation we had on Saturday?" and she said, "Oh, it was unlike any conversation I have ever had and that's why I'm looking forward to doing this business."

Michael:

<Laughter> That's well done there, Steve. So basically, you demonstrated by demonstration didn't you? Well good for you, well done. So how did you feel about that? Pretty good?

Steve:

Oh, I felt absolutely wonderful. And it's opened up lots of venues for me because I do make lots of assumptions and I sometimes even finish people's sentences <laughter>.

Michael:

<Laughter> Well, Steve, thank you very much. I appreciate your feedback on that. Let's hear from another one of you.

Lisa:

Hi, Michael. It's Lisa.

Michael:

Hi, Lisa.

Lisa:

Hi. So I'm totally immersed in this. I purchased 500 leads and I printed off these questions, the seven types of questions, and I had it like as a guide, and I just used questions. I didn't even say the name of my company. I just said my name, and I'm from Toronto, and I just asked the questions, and I found that I was getting very good responses from that. And I had cue cards too <laughter>

Michael:

<Laughter>

Lisa:

But, I didn't find that I need to use them because the answers that they gave, I was able to then ask the next question.

So I got like a lot of good background questions, the needs awareness, needs development questions, and I also qualified them kind of along the way. But, where I see I need work on is solution focusing and consequence focusing. That's where I'm a kind of touchy-feely person, but I find that I don't ask the other person how they feel <laughter>.

Michael:

Yes.

Lisa:

So but anyway, it was still a very good response, and I was able to invite these people to webcast as well, and like they showed up for the presentations, and everything so. But, I wasn't in a hurry to do that either, but it just came out of it.

Michael:

Well Lisa, thank you very much, and also you, Steve. In fact, when you guys, in fact, everyone on the call, when you have a chance to listen to this call again, listen to their words. There are a lot of clues in what they were saying. A lot of clues in what they were saying, as to why it was easier for them, comfortable, very, very effective, and listen for those words. I'm not going to repeat them because I'm going to move on, but that's a good excuse for you to listen to it again. And you'll find that people will respond to you if you spend a bit more time, come from a different place, and so on, and so forth. So thank you very much.

And so what I'm going to do now is move on to the reframe and talk a little about that, before we go into expanding on these seven different types of questions. And let's just say that one of the reasons we start each week with reframing or rethinking is because for some of you, or many of you, you're attempting to fit a new vocabulary into the present library of your mind, and I can appreciate that this can be a little overwhelming or daunting at times.

And you know, to use a computer analogy, it's almost like having to reprogram the software of your mind in order to reorganize the subconscious. The software is your sort of subconscious, where it is to reorganize your subconscious so it will be open to new ideas, and new truths, or new interpretation. Or another way to look at it in a computer sort of way is like adjusting the firewall settings to let the correct information through.

So you know what you got out of the last sessions, and what you'll get out today, and what you'll get out of the future is literally predetermined by what you presently have in your mind, in the software of your mind. Everything is

predetermined by your subconscious. You know as a friend of mine said, “We don’t see things as they are. We see them as we are.” And that is why some people are able to things, get things very easily, and have exactly the same information, and somebody has to hard struggle with it because they are programmed differently. So it is a matter of looking.

For example, if we were to take a coin. If I was to hold a coin in the air between us, in my fingers, for example, and you saw one side, and I saw the other; you know we would be looking at the same coin, but we would be seeing different pictures, or concepts, or ideas. Wouldn’t we?

And we could actually, inadvertently, get into an argument about what we’re seeing, because I could say, “Well I’m seeing a head.” You go, “No, I’m not seeing a head. I’m seeing something else. I’m seeing an eagle,” and you say, “No, no. It’s definitely a head. Are you are looking at the same thing as I am?” And saying, “Yes, a coin.” I say, “Yeah, it’s a coin. It’s a silver coin and what...” And then we get into an argument.

And we can do that in selling, and we can do that in life, and so the whole thing is to look at this in different perspectives. And so the idea is to seek the truth, know the truth, and here’s the thing, the truth will set you free. And the truth is not my truth or someone else’s truth. The truth is how you chose it to be.

And you can do a litmus test on this by working out whether your truth is presently getting you the things that you want, and if it’s not, and you’re seeing someone else, who is doing the same sort of thing, getting the things they want, than perhaps it’s a matter of looking at a different truth. So truth is really important, and finding your own truth is really important, or in the words of Bob “Don’t believe what I say, pull the wool over your own eyes.” So just kidding there <laughter>.

But remember the real secret to happiness is not to take yourself too personal, so let’s move on, and have a look at this week reframes. The reframes this week are the first one is “Belief in Your Company Products, Industry, and Self”. The second one is “People Don’t Think What You Think They Think”, and did a little touch on

that a little bit last week. And the third one is “Detachment Opens All Doors”. So I will repeat those again in a moment, and again, you can listen to this online. A lot of this perhaps sometimes is not to worry so much about note taking, but to take in what is being said here.

So let’s look at the “Belief In Your Company Products, Industry, and Self”. I’m going to the first part of that very brief, because it is important from my point of view, and again, that it’s only my point of view that you do have a belief in your company, and that it’s an ethical company. It is efficacious; they’ve got good products, and so on, and so forth. Which leads to, that you have a belief in your products. Your products are going to be useful. They are going to help someone and the industry itself.

I think we all know the industry is a great industry. It appears to get a lot of hard knocks around, and in some cases, I believe it’s well deserved, some of the hard knocks, because of the way that it’s approached, per say. And part of what we’re doing is, is making it less so. Making it easier for people to understand that, perhaps, it is a great industry. And if you look in North America, it’s probably one of the last industries, or one of the last things that the middleclass are going to be able to do, because most of the middleclass jobs are being shipped to overseas.

You know and it all goes in cycles. It is a very, very good industry, and over the next few years, this is going to be very profound for you to approach people, because this is about the only thing they are going to be able to do to make money.

And also a belief in yourself and a lot of what we’re talking about is self mastery. It’s not just how do you communicate with somebody. It’s all hand-in-glove or glove-in-hand with having a self mastery over yourself and looking at these things that we’re talking about.

The belief can also be an interesting trap. You know one of my favorite philosophers, Bertrand Russell, said in the Last Century, he said, “I would never die for my beliefs because I could be wrong.”

And this, in fact, is a great eye opener for one of the other reframes tonight about detachment, which we'll come to later. I learned a lot from Bertrand Russell, because when I picked up that quote, I put that in my A List of quotes. So it's a quote that I carry around with me all the time, questioning my own beliefs all the time, questioning my own beliefs, looking for, if you like better beliefs, better beliefs that will serve me, and that will serve other people.

And over the weekend when I was in Washington, I was listening to a very interesting man, a self-made millionaire; it's Financier who is a contrarian in most people's eyes, except those who have wealth. A very, very interesting person, and he, over the years, transcended from the mundane thinking of how to build wealth into a different altitude. A different altitude and attitude as well, as he learned how to think and see things differently. And the change happened for him when he was working on cruise ships while at college, and he paid for his college by working on the cruise ships.

Though, the first key was the real money didn't really come from what he was paid or got from tips, but from when he took advantage of opportunities that he saw in different ports. And he found that he could buy stuff in one port and sell it for a profit in another. And I'm talking about legal stuff as well, so just in case you got any ideas there <laughter>. I shouldn't really say that. It puts stuff in your mind.

However the real story was when he was on the deck, one day, reading the Econo's Magazine, and this is a very well respected weekly magazine that is produced in the United Kingdom. And one of the editors of the magazine happened to be there, and was on the cruise, and saw him reading the magazine, and they got to chatting. And the editor, having discovered he was in college, asked him a question that changed his life. And he asked, "At college are you being taught to believe or are you being taught to think?"

And I heard this over the weekend and I was just dumbfounded. I didn't hear anything for the next two or three minutes because that was just running through my mind. It was one of those massive ah-ha type things, such as I got from Bertrand Russell. You know as G. Massey once said, "They must find it

difficult...those who have taken authority as truth, rather than truth as the authority.”

And so this whole reframing that we’re talking about is to allow us to rethink things, so that we can think differently, that we are different. And it’s amazing, you start looking at people, and wonder how you could have ever been doing the things that you see ordinary people do now days, not that there’s anything wrong with that, there’s no right or wrong. It’s just that you’ve created a different atmosphere for yourself.

So talking about thinking in truth let’s get to the second reframe, “People Don’t Think What They Think You Think”. A while ago, I asked you what was running through your mind before you pick up the phone is the question I asked, I think it was the first week or second week, I can’t remember. It doesn’t matter. But what was running through your mind before you pick up the phone or start a conversation with someone, with the idea, or the eventually aim of talking about you solutions, if you discover a need and desire to change?

And many times, the response I get and some of the responses I got from you, though not all of the responses, some of you are very much where I’m coming from, but many of the responses I get are fear based, based on personal needs, you know needing to be realized, or wondering what the other person’s going to say, and hoping that they will ultimately buy, and so on. And this, as we discussed before, sets up the vibration or energy that the other person with whom you’re talking automatically picks up on.

An extensive test has proven this without a doubt that people detect this even before you’ve picked up the phone or even before you started a conversation. And scientists have put people into what is know as, faraday chambers. These are rooms that are walls of lead. And they’ve discovered that the thoughts of people inside these rooms, when these experiments were put together, were actually picked up before the thought was transmitted to the other person, their partners, somebody else that this other person didn’t know, and it was in a sort of very much a controlled setting.

So something you can do is this, is to release the idea that you know what the other person is thinking, or how they are going to react, or respond, or any of those thoughts that you make up constantly.

Or to be more precise, when I say you, the YOU that is actually your preprogrammed subconscious that is telling your conscious which is likely going to happen. And instead, be aware of what is happening and start in a neutral state of mind, a blank slate. I think I mentioned this before in my workshops. I put up on the flip charts, up on the wall. One of those flip charts is a total blank page because that's where you start with this blank page, a very neutral state.

And the clue is, is that people hardly ever think what you think they think. When I say hardly, I'm talking about 99.9%. And if you think that they think what you think they think and you think that they are going to be negative towards you, then that's what they will be because you'll create it. You'll create it from the words you use and the energy in those words, because remember that Suki saying I gave you. Your words are an extension of your thoughts, and your actions are an extension of your words, and so on, and that's what happens is that you create that.

And so accept that you make up most of the stuff that's in your minds, and it's all made up from previous experiences, and the way to stop making it up is to be aware of it, and to know the truth. And again, the truth will set you free. So it's about seeking the truth, know the truth, and the truth will set you free.

So talk with people coming from the thought of, as we discussed before, I talk with people to discover if they have the types of problems that my solutions will help them solve. And use this as a positive affirmation if you like. I talk with people to discover if they have the types of problems that my solutions will help them solve.

And remember you're looking for and listening for three outcomes that will determine whether you proceed in introducing your solution, and that's what we touched on and we spoke on last week.

So that segregates nicely into the third thing I want to talk about this evening, or this morning, or this afternoon, depending on where you are in the world and that is detachment. And the title of that one is “Detachment Opens All Doors” and detachment, or letting go, is a huge subject, worthy of a lot of study, and you can do well to continue observing the power of detachment throughout your whole life.

Deepak Chopra describes detachment like this; he says that, “In order to acquire anything in the physical universe, you have to relinquish your attachment to it. And this doesn’t mean giving up your intension to create your desire.” Okay, you don’t give up the intention and you don’t give up the desire. You give up your attachment to the result. Really important now.

So this is a very powerful thing to do, because the moment you relinquish your attachment to the result, and you are combining one pointed intention, with the detachment at the same time, you’ll have what you desire. And anything you want can be acquired through detachment, because detachment is based on the unquestioning belief in the power of you, the power of your true self.

And here’s the major clue, in detachment lies the wisdom of uncertainty. In detachment lies the wisdom of uncertainty, because when you detach, you literally got to let go, and when you let go, based on our basic human mind, our ego, we suddenly get nervous because we’re used, and want to control things. And the irony is, is the moment you stop controlling, the moment you start controlling.

The moment you let go of something, or I think I’ll use an example, the moment you say to someone, “I’ve got a secret. I’ll tell you later,” and you don’t tell them, the more that you become attractive. They want to know that secret. So in detachment in life that wisdom of uncertainty, and here’s the biggest part of it, is that in the wisdom of uncertainty, lies the freedom from our past, from the known, which is a prison of past conditioning.

Okay, so for example, it lies the freedom from the past, the freedom from the known, because everything we know, and everything about the past actually

imprisons us. You just let it go. It's irrelevant. The only thing that matters is right now. It's like being a baby just starting all over again. And so one thing we know is certain is what? Uncertainty, so learn, embrace it. Go down the same paths that you take with a different thinking, and even go down paths that you've never trodden before. And you'll find that the scenery and the experience will be totally different.

Here's an example, instead of like the need to be right, we can phrase it this way, and it's something you might ask yourself, and you might have done it already, I could suggest you ask yourself this question. What's more important, my desire to be right, or my desire to be wealthy, or free? It's a critical thing. Most people, inadvertently, have a desire to be right. A desire to be right rather than be wealthy, or free, because in order to wealthy, or free, or to be something else, you have to open your mind. You have to do things, which are perhaps extraordinary to you, and you have to trust it. Sometimes that takes a while to develop.

So as an example, if you will buy into the teaching, for example, that part of selling is handling or overcoming objections, then you bought into the teaching that it's more important to be right, and not wealthy. As I've explained before, overcoming an objection is the same thing as saying, "Yes, but." As in yes, but whatever you say I've got an answer to it, meaning that you're wrong. And people don't like that, do they?

Oh, by the way, it's not that you cannot be wealthy taking that approach, it's just it takes longer. It's harder to do and doesn't resonate with most people's values. Hence, the larger number of people who would rather have dentistry without a pain killer, than sell using conventional selling thinking, and techniques, and that's why most people get turned off from selling.

So instead, what you can do is you can detach from the need to overcome what you perceive, perhaps, as objections. And here is how you do it, two ways you do it. First, you eliminate the whole notion from your vocabulary that people raise objections, and you release it from your vocabulary, and your mind, and then

come from a point of view that we are coming from, where objections just don't arise.

And second, use some of the four principles of Natural Selling to address people's comments and concerns because people will bring up comments. They will bring up concerns and they will bring up resistance. That is an inevitable thing. Some people will bring up some resistance. So you actually use a couple of the principles, such as listening to what is being meant, as well as what is being said, and responding to what you think you heard. And here's the clue, understand, and meet them where they are, that will help you better to help them, to where they really want to go. It's just that table analogy.

You slide round to the table. And if they happen to slip away around to the other side of the table, and get a bit defensive, you go, and meet them where they are, so that you can find out what's going on, so that you can further help them to where they want to go. So that's sort of in a nutshell.

So what I would like to do, instead of me talking about it anymore, is a very simple 60-second exercise. So in 60 seconds, I want you to do this, if you would, and if you need a pen and a paper in front of you, or if you don't, you can just think about it, and I want you to write out three NEEDS that you feel you can detach from. Three needs that you can feel you can detach from that will help you to attract more people to you faster than you ever imagined.

Now I gave you one as an example, detaching from the need to be right. So very quickly scribble that down. We'll just give you ding dong, 60 seconds, so it's already started. And then we'll open it up and listen to some of your results. So 60 seconds. You've got 50 seconds left. Three needs. I don't want to say too much so I don't disturb you.

Three needs that you feel you can detach from that will make people more attracted to you, or three needs that you can detach from period, or full stop for those of you in England. Just write those down, three needs that you can detach from. Okay, we got 15 seconds left. Three needs. Okay, that's good enough for me.

Now what I'd like for you to do is just three or four of you, just give us your needs. What needs are there that you can detach from? Press *6 if you have to and press *6 again after you have given them. Three needs that you feel you can detach from that will attract people to you or just detach from your needs anyone?

Dan:
Michael, this is Dan, in Nevada.

Michael:
Dan.

Dan:
I would say control the conversation.

Michael:
Yes. Do you have another two?

Dan:
Oh, you wanted all three of them?

Michael:
Yeah.

Dan:
The second one I wrote, I'm not really sure how to phrase it, but it is I have a tendency not to listen, and I need to let go of not listening, to be able to listen.

Michael:
Oh, I see. I understand where you are coming from. Okay, thank you. Third?

Dan:
The third one I never got to.

Michael:
Okay cool. Thank you very much.

Dan:
All right thanks.

Michael:
You're welcome. Press *6. Let's have somebody else. Three needs.

Robert:
Robert, in Sandra, California.

Michael:
Robert, okay.

Robert:
Okay, the first one is the need to be loved.

Michael:
Yeah.

Robert:
The second one is the need to be safe.

Michael:
Yeah.

Robert:
The third one is the need to be wise.

Michael:
Oh, cool <laughter>. I Love those, thank you. I like them all. That's great, okay.
Let's hear from somebody else, three needs to detach from.

Female Speaker:

Okay.

Michael:

Male Speaker:

Michael, I came up with two.

Michael:

Yes.

Male Speaker:

One was the need to make a sale.

Michael:

Yes.

Male Speaker:

And the other one was the need for call volume or activity.

Michael:

Oh, okay. Thank you, appreciate that. That's great, thank you. All right let's hear from one more. It doesn't matter if you have one, two, or three, just one more person to say what you've got.

Debbie:

Hi, Michael. This is Debbie, from Pennsylvania.

Michael:

Yes.

Debbie:

The other one I came up with was a need to finish a conversation for people.

Michael:

<Laughter> Okay. Anymore or is that it?

Debbie:

Well the others, other people have already mentioned them.

Michael:

Okay, wonderful. Thank you. I heard somebody else on the line too, just wanted to say something.

Lisa:

Yeah, it's me, Lisa. I need to have all the answers.

Michael:

So let's move on. We've got a remaining hour. And let's look further at the first three stages of the dialogue framework, The Five Steps to Success.

But, I really want to concentrate on the most important part of the whole dialogue and that is the second stage, the discovering stage. And last week, I gave you seven different types of questions, and suggested that you learn them inside out, upside down, and so on, and that they were the first part of few additional questions that I'm going to give you, and the idea is that you weave them into your conversation. Now Lisa brought this up and I'm sure, Steve did as well.

Lisa, as one of the things she said was that she actually did that. She didn't use the word weave, but she had longer conversation. So she used those questions as a framework. Remember you've got the framework, they've got the content, and the longer you spend with people, as long as you feel that the conversation is moving forward, and is worthwhile, the longer you spend with them, the deeper, and better it becomes. And you've heard just two people talk in terms of how responsive people are.

That's a real positive, I didn't ask them, but probably for them that's very, very responsive, very comfortable, very effective, and so more people will go voluntarily to your website, more people will go and do what you suggest them to do in the presentation stage. Why? Not because you happen to persuaded them,

but you used words in a format that has allowed them to persuade themselves. Very, very, very effective at doing so.

So last week, we went through the five different questions and I'm just going to rattle them off for you. And if you remember, we had down on the left hand side the abbreviations BQ, NAQ, NDQ, PRQ, SQ, CQ, and QQ, different types of questions. And the format that I gave you was, "who are you", "what do you want", "why do you want it", "what's stopping you from getting it", "what have you done about getting it", "how will you feel if you don't get it", "how much do you want it"? All right? So those are a different range of questions.

Now what we are going to do is we are going to add to this. So what I would like you to do is take a blank piece of paper, if you would, and put the seven abbreviations down the left hand side, and leave plenty of space between each one, so it fills the whole page. So put down BQ for background questions, NAQ, NDQ, NDQ, PRQ, SQ, CQ, and QQ. I'll repeat that again. I'm sure you'll have your notes from last week. But anyway, BQ, NAQ, NDQ, PRQ, which is personal responsibility question, which is sort of the latest addition to the family, solution questions, consequence questions, and qualifying questions. Okay so you got those.

And what we are going to do is create some opposites to this list and as I said, to expand it, to expand these questions. And then this will help you and people you're talking with. It will help you with people you're talking with to get to what my friend, Michael Losier, in "Law of Attraction", calls contrast. It allows people to talk about contrast. Contrast between what they have and what they want. Contrast between what they have and what they don't want. So it's a matter of aligning these contrasts, and it allows your potential partner to talk about the past, and the present, and future, right now in the present.

So if you have got wrote down on the left hand side those abbreviations. I'm not going to fill them all in. I'm going to give you three more here and the first one is the NAQ. And so the NAQ that I gave you last week is, what do you want. Another valuable way NAQ question is what? Somebody what do you think the opposite to that is? Anyone?

Male Speaker:
What don't you want?

Michael:
What don't you want? Absolutely, dead easy, huh? <Laughter> No rocket science here. In fact there is no rocket science in all of this. All of the rocket science I've done for you over the last 12 years, so this is dead easy. Okay NDQ, needs development questions. The needs development question I gave you last week is why do you want it. So the opposite would be...somebody else?

Female Speaker:
Why don't you want it?

Michael:
Why don't you want it? Excellent, okay that's great. <Laughter> You guys are just roaring along. All right, let's move to consequence questions. Last week was how will you feel if you don't get what you want, and this week we are going to be talking about the opposite to that, which is what?

Female Speaker:
How would you feel if you got what you want?

Michael:
Perfect, yeah. How will you feel if you do get what you want, or how will you feel if you got what you want, or how would you feel if you got what you want, slight variations there. Remember, I just gave you three slight variations as well from the response that we got there. So now you're getting a feel for a little bit of, if you like, the subtlety of the language. How would you feel? How will you feel? You know if you got what you want or didn't get what you want. And it's important to have these things, because what you are able to do then is to sort of look at both sides of the equation.

So you could ask someone a question, "So how would you feel then if that didn't happen and you weren't able to achieve that?" That's a consequence question,

and someone spoke about that, and you spoke about it. Then you could go to the other side of the coin, and you'd feel pretty good then if some how, or other, this worked out, and you were able to move forward, and get the things that you told me you wanted. You see how you rephrase it? You put it the other way.

So it's a consequence question and it is a happy question. The first consequence question you could put a little downward smile. It's an unhappy question. Okay? And it's important not to keep people in unhappy places. So whenever you can, positively bring it up and start talking about the happier side. "So that would be pretty good than if you could do that, is that right?" and they go, "Yeah, it would. That was great." "So how would you feel if that happened?" And then they tell you how they feel. You just do it as part of the conversation.

Now this is very, very simple, you know. We're getting a very simple grounding, which will give you 60% to 80% of what you want, and later on, we'll do other things where we will start looking at the words really more carefully. Really more carefully, I'm not sure that's very good English, but that's okay <laughter>. But we will look at them more carefully and start using phrases, and so on, that will help you and help others to influence themselves a little bit more.

So again, this is not meant to be linear. Weave these questions into your dialogue and break down the structure, as I gave it to you last week. Let it free flow and I gave you a way to remember that.

So what I am going to do right now. I'm going to role play with one of you. So if one of you would like to, in a moment, step up and role play me. It would be great if it's with someone who has not spoken. I don't want to role play with someone I did last week and it would be wonderful if I could do it with somebody who hasn't spoken yet. That would be good.

And so I am going to do this again is a sort of linear way, as best as I can, just to give it to you. Remember, I don't normally do this and so let's do that just see where it goes. Who'd like to play with me for a moment?

Mary:

Mary, from Georgia.

Michael:
I'm sorry I didn't get the name from Georgia.

Mary:
Mary.

Michael:
Mary. Okay, Mary. Thank you I appreciate that. So Mary, you know the rules to the game. You go back in time a little bit. You know you're not doing what you are presently doing.

Mary:
Okay.

Michael:
Preferably to a time that...I don't you know, you can go back to a time wherever you want. Okay? I'm not going to set up anything, just go back wherever you want, and just be that person. Okay?

Mary:
Okay.

Michael:
Could we just set it up that you and I are friends? We have known each other for a while, for example, and we are just chatting, and then I can move into this fairly quickly. Would that be expectable to you?

Mary:
Oh, okay.

Michael:
You were hesitant <laughter>.

Mary:

No, I was actually calling a lead.

Michael:

Calling to lead, okay. All right Mary; let's do calling to lead then. You call it. I'll do it, okay? So Mary, let's run it this way, okay, so you pick up the phone, and I'm going to say to you, Oh hello, this is Michael Oliver, from XYZ Company, could I speak with Mary please?

Mary:

Yes, this is Mary.

Michael:

Mary, hi, this is Michael Oliver, from XYZ Company, as I said, and I'm responding to a request that you made about seeking some help to start up your own home-based business. And this morning, is this a good time to talk?

Mary:

Yes.

Michael:

Okay wonderful, thank you. Mary, what I would like to do, if you don't mind, is really, for the first few minutes, just make the purpose of this call to concentrate on you and what you are looking for, and just to see if there is a fit between what we have, and what you're looking for. So a question I'd like to ask you, before we go any further is, what was it about the website that attracted your attention. Assuming it's a website or advertisement.

Mary:

Yes, working from home and still being able to make a full-time income at my own pace. But what do you do actually? What do you sell?

Michael:

Well I actually don't...I know you might of heard this before, I don't know, but I actually don't sell anything. We have a product that is in the personal growth

industry. But before I get into that what I would like to do is work out when still you talk in terms of wanting a full-time income. Are you presently making full-time income, or are you doing a part-time income, or are you making any income at all?

Mary:

No, I'm not making full-time income right now.

Michael:

Okay. So are you making a part-time income? Are you working in any form?

Mary:

I'm making very less than part-time income, because I used to be a realtor, and after my baby came I kind of stopped doing what I was doing, so I just get referral money.

Michael:

I see. So you're looking for something then to do at home. You say you have a baby. Is it important to you to be able to spend more time with the baby?

Mary:

Yes, very important.

Michael:

Yeah, okay. Why is it...I mean, you're looking for the...what is it that you're actually looking to do overall? I understand that you want to get a full-time income. You want to work from home. What is it you want to achieve overall?

Mary:

Well, to spend more time with my family, with my baby, and stop worrying about the money factor, or worrying about my clients. Stress, no stress involved because I want to focus on my family, and raising my kids, and money factor, and the baby factor. I need more time with my family, and enjoy what I'm doing at the same time, and still making a full-time income.

Michael:

I see.

Mary:

Yes.

Michael:

And how would you feel if you could achieve that, if, for example, at the end of our conversation we found that we had something that could enable you to do that?

Mary:

That would be great.

Michael:

Okay, and so have you done anything so far about this? Have you looked elsewhere for what you are looking for?

Mary:

Well, I did talk start like Mary Kay, and Avon, and Prepaid Legal, and all this stuff, but it just was not. I just felt like we had to be chasing people, and pressuring them, and I'm not a sales person. I was a realtor, but I don't do that to my clients, and I don't like that to be done to me. So I was just not interested in that. I started it, and tried it, and I just could not go forward trying to force people, and chase my friends, and family.

Michael:

Oh, I see. So you felt there was from the ones you have already looked at, you felt that there was a certain amount of pressure involved, and so on. Is that right?

Mary:

Yes.

Michael:

So you have actually stepped out and done something in the past.

Mary:
Yes.

Michael:
Okay. And I assume then you're not doing anything at the present time and you're looking for something else?

Mary:
Yes.

Michael:
Okay. So what would be the criteria of what you're looking for? I mean you got a bit of experience here. What would be the criteria of what you're looking for to make it relevant to you?

Mary:
Something, a business that has good training in place, and also that will help me that will have to ...

Michael:
Is that a car outside your place?

Mary:
No.

Michael:
Okay. Somebody's got a car outside their place, if you could mute your phone please. Okay, Mary, let's get back into role playing again. So good training is something to help you what?

Mary:
Tools to help, like when I have to call people, to help me as far as running a business or things like that. I need people to be there to assist me, if needed. At

the same time, I just want it up and running, a simple to use system that doesn't take up a whole lot of time.

Michael:

Okay, anything else that you can think of?

Mary:

I don't like a lot of paperwork because I did a whole lot.

Michael:

Yeah.

Mary:

And I just don't like to chase people. I like to lead. I don't like to be the sale person pressuring or talking down someone's throat anything that I want to sell.

Michael:

Okay.

Mary:

And I don't like selling that much, but I want to help rather.

Michael:

Okay. So if you could find all those things then that would be your main criteria. Would that be correct?

Mary:

Yes.

Michael:

Okay. And you found that what you're doing previously you couldn't find some or all of that?

Mary:

Yes.

Michael:
Okay.

Mary:
Composition plan is one of my criteria's.

Michael:
Composition.

Mary:
I don't want to be making hundreds. I want something that will really reward me for the effort that I put out.

Michael:
Okay, so you want properly rewarded for the effort. Okay, yeah.

Mary:
Yes.

Michael:
Anything else?

Mary:
No. Simple system, and good compensation plan, and good training.

Michael:
Okay, it's primary then, instead of income that is aligned with the amount of time, and effort you put into it, and you want good training to be able to help you there. As well as things like someone to help you to set yourself up with regards to calling people, the program itself is fairly simple to use, minimal paperwork, and you don't particularly want to chase people, as in conventional selling. Would that be pretty much it all together?

Mary:

Yes. Do I have to do any selling in this?

Michael:

Well it depends on how you look at selling, I guess there, Mary. I've got an idea from what you based on what you're telling me about selling, but what is your version of selling?

Mary:

Well selling is going to home parties and little gatherings here and there. And you just go because your friend asked you to.

Michael:

Yeah.

Mary:

You are put on the spot because everybody's buying. If you don't buy, it's kind of not a good thing so you end up buying something that I really don't want.

Michael:

Yeah.

Mary:

And that, to me, is considered I'm not working from home, I'm working away from home going to other people's houses.

Michael:

Yeah.

Mary:

Time away, and I have to find somebody to keep my baby, and a whole lot of stuff. I don't like that, and I don't like chasing my friends and family, saying that I have this new product, and they have to buy, or putting them in the spot so they have to buy because they are related to me, or in my circle. I don't like that. To me that's the selling that I've been taught, so far.

Michael:

Okay. In other words, so part of it is almost like selling by guilt association. Huh? Feeling that you have to buy something or persuading someone to buy something. What if you didn't have to do any of that? What if there was a way of talking with someone and people, in a very comfortable and relaxed manner, which had a different focus than the product? It had to do with something else. Would you open to a different approach that would allow you to do that in a way that would align with your own values perhaps?

Mary:

Yes.

Michael:

Okay, all right. That's something that we can talk about a little bit later. Let me ask you about this. If you find the right thing, and we have the right thing here, we have the right connection for you, how soon is it that you want to get involved in it? How important is it for you to start?

Mary:

Right away.

Michael:

Okay, so you're looking for something right now then huh?

Mary:

Yes.

Michael:

Overall, okay. So if I sort of summarize a little bit then is that if you could find primarily some good training, some good support, and it's a good compensation plan, and that's something we can look at a little bit later. And that you can find a way of being able to communicate or connect with people, which is in line with your values that has no pressure on them, but it can achieve you, effectively, what you're looking for. Would that pretty much sum it up?

Mary:
Yes.

Section B

So Mary, just on this selling issue, let me ask you this. Remember you sort of asked me what this is all about right at the beginning when I first called you?

Mary:
Yes.

Michael:
And I moved away from that a little bit. Sort of explaining what that was all about, do you remember that?

Mary:
Yes.

Michael:
Yeah. I'll share with you that part of the selling process, that where I'm coming from is that, and I don't know if you will agree with me, and maybe you can look at this a little bit more, is that for me sort of the product side isn't as much as important as the way to communicate with someone, and so the reason I was moved away from that a little bit, and I'll be very frank with you, is that I was interested more about you, and what you're looking for, just to see if there is a fit.

Would you agree with me that, in fact, you can have the greatest product in the world, and unless someone is really looking to make a change, such as you are, you can talk about the product, but it's very unlikely that the product is going to be sold because there's not real desire there. Would that be? Does that make sense to you?

Mary:
Yes.

Michael:

Okay. So if I was to say to you that if you were trained to talk with people, perhaps the way that we are talking right now, which is just one-on-one, and talking about a persons needs. We're talking about your needs, and assessing what they are actually looking for, and looking at a criteria of that, and then bringing those needs together with the actual product itself. Do you think that is something you would feel comfortable doing?

Mary:

Yes.

Michael:

Okay, because that's all there is and that is what we would train you to do is exactly this same sort of process. Does that make sense to you?

Mary:

Yes. Do I have to cold call?

Michael:

Excuse me?

Mary:

Do I have to cold call?

Michael:

Are you talking about calling strangers?

Mary:

Yes.

Michael:

You can do whatever you want, Mary. There's lots of different ways and we can also help you how to connect with people as well to do that. But rather than me going into any further detail, what I'd like to suggest you do, instead of based on the fact that it seems to me that really serious about wanting to make a move is

rather than spend a lot of time on this, is that I suggest that you can do one of two or three things.

The first thing I'd like to find out from you is that before I suggest as to how you can find out more about yourself, such as going to a website, or listening to a CD, or going to a business presentation, I think you have an awareness of some of how this works. What would you prefer to do? Are you a visual person, an audio person? Do you like listening? What's the most effect thing for you to find out more about the company that I represent?

Mary:

I like listening and reading.

Michael:

Listening and reading. So would the website be a good place for you to go?

Mary:

Yes.

Michael:

Okay, so there are some audios on there and so own. So if that's a good place, if I give you the address, so the URL of a website, would that be enough for you to look and see what we are all about, and then we can talk more about it afterwards?

Mary:

Yes.

Michael:

Okay, so let's do that, and then I'll give you that. And I'm going to stop it right here. Okay, I'm not going to go any further on here. So first of all, Mary, I want to thank you very participating in that.

Mary:

Okay, thanks Michael. I have one more question.

Michael:

Yes, please do, because I was going to ask if you have any questions or any comments. I'd like to hear.

Mary:

What if the prospect or the prospective partner keeps asking you, how much is it going to cost? How much is it going to? What are you selling? What are the products? No, I don't want to listen to you. I want you to go ahead and tell me what actually the product is about. What do you do then?

Michael:

Okay, what I suggest you do is reserve those questions for next week.

Mary:

Okay.

Michael:

Because it's going to be more appropriate then, so write all those things down.

Mary:

Okay.

Michael:

However it depends on where they're coming from. You gave me a whole lot of questions there and it would take, at this moment, too long to answer, but I am going to do all that next week.

Mary:

Okay.

Michael:

Because one of the things, and I'll give you a clue here, is that a lot of times there is no direct answer to all of those because it has to be taken into context as to where it's coming from. You see? What happens is a lot times is you'll ask

someone that question or say, “Oh, this is how you answer them,” and where I’m coming from is I need to get a little bit of background beforehand, before I can answer it because it has to be in a certain context.

Mary:
Okay.

Michael:
Okay and it is exactly the way Natural Selling way because if I answered you, I’m assuming I know what you’re asking me, and I have an idea what you are asking me, but by asking you some questions, I can get behind it first, and then I can help you with some phrasing, and some thinking, as to first of all, how to prevent that from happening in the future, or mostly, and also if it does happen, how to address it. How you can talk about it. Does it make sense?

Mary:
Okay. Yes, awesome. Thank you.

Michael:
All right. So Mary, before you go, any feedback on that at all? About how you felt about that in anyway and just be very honest about how you felt about it.

Mary:
Well I felt like you were, even though I was trying to get in my own way of finding an opportunity of just jumping ahead, I thought still kind of you were in prospective of to get to know me, and the reason why I want to do it, before you can give me any solution, and say, “Okay, this is what we do.” Okay. Because if you have answered, now being me acting as a prospect, and kind of made me realize that if you have answered that question right there, it just would be like you didn’t care. I was just another phone call and you would have just moved on.

But then you were persistent in knowing the reasons behind why I’m looking for an opportunity, and addressing that, and asking me questions. Asking if you can offer me all that or if I can find an opportunity, where I would be. That felt like,

okay, that kind of put me in check, as to stop me from jumping ahead, and being an obstacle to myself, and the opportunity.

Michael:

Okay, so you felt comfortable about the call, being on the receiving end of it?

Mary:

Yes.

Michael:

You felt heard, understood? I'm not trying to feed words into your mind. I'm just asking you because I would never want you to say anything that was untrue. So you felt that you were being heard? You felt somewhat understood?

Mary:

Yeah, yeah, I did.

Michael:

Okay, all right. And you can do that yourself, right?

Mary:

Yes. Now I just gave the questions that I had asked my advisor before I had joined the opportunity and started the business. And the same questions I get, but I don't really know how to address them.

Michael:

Okay. That's fine.

Mary:

So I just wanted to hear it from you of how you addressed it so I can learn and practice it.

Michael:

Okay. We'll be devoting the whole of next week to all of that.

Mary:
Okay, thank you.

Michael:
Thank you. All right, let's open this up a little bit, get some feedback and some questions from people about anything that happened. I couldn't do it in a linear way. I just couldn't force it. So I had to let it roam. If you noticed, there was two of the types of questions I left out. I'd be interested in seeing if you detected which ones those were. And the question comes up, "Do I have to use all those, all the different types of questions?" And of course, the answer is...? What everyone, yes or no?

Group:
No.

Michael:
No. No, I don't. I just use what I feel there. Don't force anything. So when I detected at the beginning that I couldn't get it into linear form, I certainly wasn't going to force it just because I said I would attempt to do it. So I let it free roam. So let's get some comments and questions from you. Let's spend five minutes on talking about those before we expand on this. Anybody have any comments or questions?

Female Speaker:
I'm... from New York. My question is the qualifying question. I think I heard kind of what I was looking for because, basically, the question is, now how serious are you, or how badly do you want this? And I think the kind of standard answer I would get is, "Well, I'm very serious," or, "I really want it."

And to me, that's not enough information to tell me how serious they really are. I think tonight you said something to the affect of, "How soon would you like to have this change to occur?" Was that kind of a different scenario of a qualifying question? Was that kind of what that was?

Michael:

Yeah, it was, and you know it will vary each time. A lot of the qualifying question will also depend on the conversation itself, and the feel that I get where I'm with the other person, and that's where I'm sort of letting it go. You know I'm just sort of letting it go, and letting it flow, and so if it's with a person that is gosh, you know, just a little bit wishy-washy or unsure and everything, I will more heavily qualify.

But it would be offensive to Mary, I think, and you tell me whether you agree or not, but this is what I felt. I felt that it would be offensive to her if I hardened up on the qualifying side because she had already indicated in her manner, her tone, what she... There's a little baby in the background someone, by the way, so you might have to press *6 on your phone. We're just hearing a baby in the background so if you can take care of that.

So I don't put any pressure on the qualifying side, and I'll rephrase it, and I asked students in two different ways, as you very astutely have observed. So give me a bit of feedback on what I just said. See if that fits for you.

Female Speaker:

Yeah, definitely, and I think I find myself in that situation at times. Having kind of getting more of the why from them, to know their reason, and then I'm okay. Because I'm feeling I'm getting that. I'm getting deep enough to not have to ask that question.

Michael:

Yeah.

Female Speaker:

Like you were saying, if it was that they're a little wishy-washy, and you're really maybe getting towards the end, and you haven't quite felt that you're sure that they are that serious. You know it's one of those, they want to change, and they have a need, but maybe they're not ready to change yet. You know that situation. And I'm just trying to see what I can do to say, if I just come out, and say, "How serious are you to change?" They are going to say, "Well, I'm very

serious.” What could I come back with, as far as getting them to give me a little bit more or do I?

Michael:

You could ask the question like I ask Mary, and say, “So if we found the right fit, and this was for you, is this something you want to start right away? Is it important for you to start right away?”

Female Speaker:

To start right away.

Michael:

Or how important is it for you to start right away to move this whole thing forward?

Female Speaker:

I like that.

Michael:

You see? And so these little phrases and that’s why we do this role playing is so that we can pick up these free phrases and you can listen to it again. Because I’ll put in things that I won’t even give you in the formal side of the training because these are things that just flow through. And you’re going to be given a bit of an exercise to help you expand on this and it’s just again about matter of being relaxed and flow through.

You know you talk about the why. I was looking at seeing if I could develop a little bit more with Mary on the why side, and without forcing it I found that, and this is like nanoseconds running through my mind, I couldn’t really work out how I could expand on the why, and I wanted to stay in the moment as much as I can, and so I let that go.

But one thing that you guys can use, which I use, is this word criteria. A very, very powerful one. Okay. So make a note of this everyone, especially with someone like Mary, who’s already looked at things, has done something about it, or maybe

even been involved about it with something. Okay, ask about the criteria, and say, "So you've had some experience with this so it looks like you kind of pretty much know what you're looking for and what you want. Perhaps you could give me the criteria of what it is that you are looking for."

And what the other person will give you are the things, generally, what they are looking for. And many times in there were the things that they weren't getting before. So you might say, "So where you not getting any of this stuff from your previous training?" They might say, "Well, I was getting this and this."

You can expand on it and say, "Well, how is that working out for you? Did you get enough there? What was the training like? Did you like it? How was the training for you?" And so you get an idea of what a person liked about the training, and you get an idea of what they didn't get, and so your whole thing is to fill the gap.

One other thing I'd like to throw in here everyone is this is that what I did there, if you look at your chart that you drew out, The Natural Selling Dialogue Framework, you'll notice that in the Discovering Stage there is a box there called, Discovery Summary. I did that, anyone? I did that how many times?

Male Speaker:
Three times.

Female Speaker:
Seven, eight, ten.

Michael:
<Laughter> You're very kind. No I didn't do it that much, maybe very, very small little ones, because in the questions, I actually did quite a thorough one. Say again, anyone else?

Male Speaker:
About three times, I counted.

Michael:

Yeah, I actually did it twice. You might have picked up on three, but I did it twice consciously. One was to do a wrap up, and as more information came to light, I did as an additional wrap up to or discovery summary. That's a very powerful thing for you guys to do and you can do it anywhere. You don't have to do this at the end or beginning, middle. In the old sales techniques it used to be done sort of at the beginning, because the whole idea was sort of try to close people from the moment that you made it that you were talking.

But, yeah, listen to this again and you'll see I did a discovery summary. Very, very powerful. Whenever you can do that put that in there, because what it is saying is, is that I am listening to you. I'm hearing you. This is what I'm hearing and if I haven't got it right than you're going to let me know. Because see when you ask the question say, "Well, if I understand it this is what you're looking for and this is what you're not looking for. Is that right?"

And the person says, "Yes, except not over there or this," and they'll help you build up your criteria. So when you come to present, you're looking to be able to present the things that the person is looking for themselves. So that's why you do this. Okay, let's open it up some more then into anymore comments or questions. We've got plenty of time.

Jessie:

Michael this is Jessie, again. I'm hoping to ask again. I mean this has just been so tremendously helpful, and I'll write to you all the details of all the success over the last week, and how well, and how amazing things have turned around for me using this whole method. But I guess I really want to tweak it, and really perfect it, and using criteria, and having them tell me what they are really looking for has been amazingly helpful.

But sometimes, I find people not knowing what they really want and it's like pulling teeth. And I want to tell them this is what you want because I can tell that they're no longer wanting a job, and so of course they want the flexibility, they want the time, freedom, all these things, but I start to stop myself because then I feel I'm not really giving them the opportunity to search, and find for themselves.

I think I may have found a way, and in your just talking just now, kind of helped me get that answered, and I'm just kind of trying to confirm it with you. I couldn't get a couple of people, but one person in particular, to really tell me what they were looking for. So I thought, *oh, you know, I didn't really ask this question, let me go back.* And I said, "Well, what did you like about what you used to do?" And they would tell me.

Michael:
Perfect.

Jessie:
"Tell me what you didn't like." And they started telling me what they didn't like. I could then kind of help them see what it was they were really looking for in a home-based business that would now not let them have a boss, not have to worry about time, where they need to.

Michael:
So the way you phrase that then is you say something like this, "Oh that's interesting thank you. So could it be then that what you're looking for is this, this and this? Would that be it?" And they will go, "Yeah that's it." You'll say, "So how important is that to you?" Then you switch right into a qualifying question, because remember you can ask qualifying questions until the cows come home.

Jessie:
Yeah, I guess you're right. So that's great, yeah.

Michael:
Okay. So that's how you do that is to utilize this. You see, I'm real encouraged by you guys that are talking at the moment, because what you're doing is, is that you are reflecting on part of the reframe that I am talking about today, is are you taught to believe or are you taught to think? I'm sorry, yeah, are you learning to believe or are you learning to think? And all you guys are thinking, and you're looking at this, and going, *you know, there's got to be ways.* The only way that you can redo is through practice and reputation, so that's really good. Okay, thanks for that.

Let's open up and hear from a couple more about the role play. Try and keep it into the role play as much as possible. Any sort of feedback you got there. What you liked, didn't like? Any questions around it and so on and so forth. So let's keep it open. We've got another short while that we can do this. Somebody that perhaps hasn't spoken yet.

Female Speaker:

Hello.

Michael:

Yes, go ahead.

Female Speaker:

Hi my name is Wai Yee from Singapore. I just wanted to comment that how the conversation was really very natural. And if it was me that was dealing with her, I think I wouldn't do as well. That's something I would like to learn from this role play.

Michael:

Okay, good thank you. That's great and I kept it fairly short. If I could have made it a little longer, I would have done it, but I kept it fairly short. But I was satisfied with way she wanted to go, and by the way, here's a clue for everyone. This is coming to me, okay. Is that this isn't necessarily the first conversation. You know after Mary has gone to the website, for example, and we're talking again and I've got a few notes.

I have the ability to extend the conversation to find out more about Mary. To help her establish more in her own mind to influence her own self to change. So I just want you to be aware of that. Okay? Good, thank you. Let's hear from someone else. Just anybody else who would like to make a quick comment?

Tiffany:

Michael, this is Tiffany, in Santa Barbara.

Michael:
Tiffany.

Tiffany:

I noticed that in her direct questions that you handled them indirectly, as it were, and I was very impressed with her observations that if you would have just answered that question, right then and there, it would have been having her take over the call, as it were, that she would not have felt that you had showed as much care for her, and learning about her. So that was a very useful thing to hear. You, from the initial thing, it sounded like you were dodging the question, but you were actually staying on your path of learning more about her.

Michael:

Yeah, and I've got to confess, I wasn't actually prepared to for the answer on that. Because as you know, I don't represent any particular company, so I had to come up very, very quickly with an answer. But in your case or cases, I would be better prepared, and so I would make it a little bit longer, and there's ways you can do that. Use the introduction speech that you can find in the book to prepare an answer.

So when someone says, "What kind of company is this?" you're able to use it. It's almost like the, you know how answer, but you don't use the, you know how, and you say, "Well, what we do is...and what that means to you is," or, "what that means to people."

For example, one of my clients is say, a personal growth company, so I can say, "Well the products we have are in the personal growth field," but I didn't want to expand on it or lend anymore on than that because the stuff that I teach is a little bit more proprietary there."

But I'll come up with a way of and I'll see if I can do this for you next week, is give you a quick formula so how you can reply to that. And the idea is, is you reply in one or two sentences. So you give a very, very quick synopses of what it's about and you ask a question. Let me see if I can do it right now.

So say something like, "So what is the product or what are you company about?" and say, "Well our product is personal growth and development, and what we have here is some..." oh, I can't even get it out now because I'm thinking about it. It just flows to me. I'll do it for you next week. I'll see if I can get it in an email for you, an example, and give you a little formula, two, or three of them, so you have that. There you go. I'll do an email and have it sent out to you.

But let me just add this, is that you put a question on the end and invariably the question is, "Is that the type of thing you're looking for?" and they'll go, "Yeah, oh yeah. It sounds pretty interesting." Or they might say, "Well yeah, tell me more about it."

And then you say, "Well before I do that, what I'd like to do though, Mary, is concentrate more on you and what you're looking for, because if you remember, I said the purpose of this time to spend together is really to find out about you, and whether there's a fit or not. So I'd like to do that." And I would just continue asking a question, continue with my questions. Okay, so just to give you an idea or a little heads up to what I do there.

All right thank you. Let's here from one more this is your chance everyone.

Jim:

Michael.

Michael:

Yes, go ahead.

Jim:

Hi, it's Jim, from Deerfield Beach, Florida.

Michael:

Jim.

Jim:

I really enjoyed the class tonight, and the reason I chimed in is, what you just talked to, is it Mary a moment ago?

Michael:
Yeah.

Jim:
Can I get an email of that too <laughter>?

Michael:
Oh, yeah sure.

Jim:
Oh, okay. That's what I wanted too. A lot of people ask me that one.

Michael:
Well Jim, wait a second, are you on the class?

Jim:
Yeah.

Michael:
Oh, okay. Well yeah, you've got the email. I'm talking about everyone gets the email.

Jim:
Oh okay, I'm sorry.

Michael:
Yeah, everyone gets the email. Yeah, yeah, it's all part of the thing there. I mean you get the email because of some reason or another, and I'm trying to generalize the response, and it's not coming to me, and so I'm thinking, *well I can't leave it hanging out there*, so you'll all get my response. So I'll put pen to paper tomorrow and send it out tomorrow to you. How's that?

Jim:
Thanks. Sorry for the confusion.

Michael:
Oh no, you weren't confused at all. Maybe I was being confused <laughter>.

Jim:
<Laughter>

Stan:
Michael.

Michael:
Yes, go ahead.

Stan:
Hey, Michael. This is Stan, from New Jersey.

Michael:
Stan.

Stan:
Good to hear you. You're amazing! Just had an interesting question that I hope you can expand for me with a great answer. You're probably familiar with Carl Wilson and Hilton Johnson.

Michael:
Yes. Carl Wilson, never heard of him, but anyway, Hilton Johnson, yes.

Stan:
Hilton Johnson, yes. Because they use, I say, language formulas, that's what Hilton teaches. Are those considered to be techniques as well?

Michael:

I don't know. I'm not sure. I can't answer that. I don't know what they use there, as far as techniques are concerned. You see, a technique also depends on your intention. You see that's one of the big things. In Natural Selling one the thing that I'm giving you, as much as possible, is what is your intention? In selling, and there's a lot, a lot of training you're getting, the intention still is to create a sale. If in natural selling the irony is, is you're not trying to create a sale. All you're doing is working out as your objective or rather looking for three outcomes. You know, is there a need?

Remember the three outcomes: there's no need and no desire, there's need and little bit of desire, and there's a need and a big desire, and that's what you're listening for all the way through. And now with you guys, for example, when I was talking with Mary, if you have asked me and say, "Well, where would you put Mary?" I would put her between two and three. That Mary has a need and she has a desire. Is it a huge desire? It sounds like a huge desire, but I don't know. But it's somewhere between the two and the three. But we'll discover it when she turns up, looks at the website, and we have a conversation afterwards.

So that's where I'm coming from. Does that make sense to everyone? Say yes or no, if you would, anyone.

Female Speaker:

Yes.

Male Speaker:

Yeah.

Group:

Yes.

Male Speaker:

I agree.

Michael:

Okay, so that is just to give you an idea. So if you would take another blank piece of paper and run down the left hand side the abbreviations again, BQ, NAQ, NDQ, PRQ, SQ, CQ, QQ. Leave plenty of space there and I'm going to give you a few more so that it will help you expand your vocabulary. It will expand your abilities here. All right, so someone let me know if you've got that all written down there.

Male Speaker:
Yes Michael.

Michael:
Okay, good thanks. Okay so what we are going to do now is, is we're going to look at three others and we're going to look at the personal responsibility question. Now the personal responsibility question that I gave you, which is what's stopping you from getting it? In other words, what's stopping you from getting what you want? Is rather an intellectual question, because you can get all sorts of answers on that. And sometimes they will be a person who will give the deep inner reasons, as to why they are preventing themselves.

Other times, it will be my boss is stopping me, my spouse is stopping me, or it's usually somebody else, and they're not really taking personal responsibility. And that's okay. That's fine because it's something to discuss. It actually will help you. If someone says, "Well so what's stopping you from getting it or stopping you from getting what you just said you want?"

They say, "Well, I'm just sort of stuck where I am because of my boss, and yada, yada, yada, yada." Okay, you can ask more about that, and what it will do is reaffirm in their minds, as to why they don't want to work for this boss anymore or this company. Or it will influence them to start moving out from there and moving forward so that's okay.

However, if you want to work something really deep, and I might have mentioned this before, it's the gestalt question, and I've tried it, and I've done it in a very relaxed way, and it works very, very well. This is a question that allows people to think, and sometimes, you actually have to sit and wait for the answer, and sometimes, some people actually ask you what you mean. So here is the

question, it says, “How are you preventing yourself from getting what you want?” That’s a personal responsibility question. How are you preventing yourself from getting what you want?

See it’s not something I could ask Mary, because she’s not preventing herself. She, in that state, was moving forward. She wants to do something. She had been doing something. She’d taken some responsibility there. It’s in other cases, though, you just quietly put it out there and just into context.

If it was in context, I could say, “So, Mary, how are you preventing yourself from getting what you want?” Okay, just drop it in. Just be really casual like that. That’s all it is, is just coming from that place. It’s not always what you’re saying. It’s how you’re saying it as well.

So listen to that again and just be casual. “So, Mary, how are you preventing yourself from getting what you want?” And Mary will give you a reply, which will be a non-intellectual reply, and it will give you the deeper reasons as to what is going on. So you can go there right away with someone like Mary, all right? Now we couldn’t with Mary, because it wasn’t relevant. The question wasn’t relevant so I didn’t use it.

Sometimes there will be silence and someone will say to you, “Well what do you mean? How am I preventing myself?” You say, “Well yeah, I mean I think you agree that a lot of the things are probably happening that you possibly are doing, or not doing, and that isn’t allowing you to get where you want to go. And I’m just curious how you’re preventing yourself from doing that.”

And play with that because you can get some amazing responses out of it, and go there because it’s great. So it’s a little bit of an advanced question, but I want to give it to you because it’s really dynamite, and it really helps people to get focused inward about what’s going on, so that’s something I want to share with you.

Let’s go to solution question. The solution question that I gave to you was what have you done about getting what you want or what have you done about getting

it? Here's a couple more. What you will hear sometimes is that some people reply, "Well, you know I haven't done anything. I just don't what know what to do." and so the question is, what would you do to get what you want? So they say, "I don't know, I just don't know what I'd do." And you say, "What would you do if you could to get what you want?" It's just a beautiful question. "What would you do if you get what you want?"

It's the same thing when someone says to you, you know your children said to you, your spouse, your boss whatever, someone says to you, after you ask them a question, and they say, "I don't know."

So you'll say, "Well what would it be if you did know." And it's a fun question. It's also a very powerful question, because what happens is that people start dreaming. They start thinking. They start digging in deep and they start becoming thinkers, if they like, instead of drones, instead of sheep. You help them get out of this whole syndrome of non-thinking and they start coming up with ideas. So it's a very powerful way.

Here's another thing, another solution question to ask. What if you could do something to get what you want? So for example, if you ask the question, "So what have you done about getting what you want?" And they say, "Well nothing. I mean we're stuck in the countryside, and there is nothing to do around here, but I feel there's got to be something, and I just don't know what."

And you say, "Well what would you do if you could get what you want?" They say "Well," they think about it, and they say, "I just don't know. I'm just not surrounded by this. I just don't know." So you might then follow it with, "So what if you could do something? What if what we had was something that would get what you want?" And they say, "Yeah that would be great."

So you lead it through, but that what if question is a very powerful question. Many times people will say, "I can't do this." And so you'd say, "Well what if you could do that? What if it was possible to do that?" And they say, "Well yeah, maybe but I don't know if I could do it." "Well what if you could?" And you keep

on pressing the question, what if you could? What if you could? Don't get distracted. And so that's another powerful way of using that question.

The consequence question I'll give to you is, how will you feel...excuse me, where are we now? Oh, consequence question. How will you feel if you do get what you want? Well we've already done that. I made a mistake there. We've already done that.

So we're re-looking at the personal responsibility question and the solution question. So the, how do you feel if you get what you want, is the mirror of the, how would you feel if you don't get what you want. All right. So any questions around that anyone, before we go any further? Before I give one last thing, which is really dynamite! It's really, really great! <Laughter> So any questions? Any comments? Anyone struggling? Was I clear about that last bit? I felt that I might have been a little unclear, hopefully not. Okay.

Male Speaker:

Yeah, Michael, I got a little bit of question. Your solution question there.

Michael:

Yeah.

Male Speaker:

What would you do to get what you want and you get kind of you kind of get a lame response like, "Well I'd like to win the lottery" or something that you're really not going for.

Michael:

Yeah.

Male Speaker:

How do you handle something that's really off track like that?

Michael:

Yeah.

Male Speaker:
To bring it back.

Michael:
Yeah. I would laugh and I'd say, "Wow, yes wouldn't we all. So what would be your chances, do you think, of winning the lottery?"

Male Speaker:
Yeah. You could take it.

Michael:
I'm going to role play with you right now. Role play. Wow that would be fantastic. So what do you think your chances are of winning the lottery?

Male Speaker:
Probably about the same as several other million other people out there that play week after week and don't really get anything except a false hope.

Michael:
Yeah. So did you actually know that it's actually approximately a 1 in 14 million chance of winning the lottery?

Male Speaker:
I thought it was 1 in 15, yeah.

Michael:
No, 1 in 14 million. Yeah, yeah.

Male Speaker:
Yeah.

Michael:
So what do you think would be easier to do, to do something for yourself, such as starting your own home business, or winning the lottery?

Male Speaker:

I suppose starting my own home-based type of business might be more positive and more results.

Michael:

Yeah. So what do you think is going to be your track? Do you want to spend money to see if you could win the lottery, or do you want to spend money on yourself, and to create something for yourself that is going to be sustaining forever, and that you can feel good about, and make money with?

Male Speaker:

Well if I could get something out of a home-based business. I sort of have an aversion towards working so I was being hopeful on winning something.

Michael:

Yeah. Well before we go any further then, let's establish something. Is it that you want to rely on hope that you are going to win something from the lottery, or do you want to rely on yourself that you can create something for yourself, and have a pretty good idea that it's going to happen for you? Because, to be frank with you, it's important for me to know and for you, yourself, because otherwise, I think you'll agree there probably isn't much point in me introducing what we've got here.

Male Speaker:

Yeah.

Michael:

If it's the lottery that you're looking for.

Male Speaker:

Well I haven't won the lottery yet so maybe we need to a look closer of what we've got.

Michael:

Okay. Now what I'm going to do here is, I wouldn't just leave it there and move forward, I'm now going to spend a minute, or thirty seconds, and I'm going to be putting a lot of pressure on you, qualifying you, which answers I think, I forget who it was, now maybe it was Tiffany or Lisa, as to how I was going about this because I'm not convinced. You see where I'm coming from?

Male Speaker:

Yeah.

Michael:

And if I heard you the way that you're talking with me, I'm not convinced that you really have that desire to make a change, and I would put you between the one and two category. Make sense?

Female Speaker:

Right.

Male Speaker:

Yes.

Michael:

Okay, somewhere between there and I'm quietly ruthless about this. It's like an iron fist in a velvet glove. I'll be soft on you, but your issues, and your issue right now is that, hey, you're a fantasizer. You're not a dreamer. You're a fantasizer. Does that make sense?

Male Speaker:

Yes it does.

Michael:

Okay, so I'm going to leave you with something very powerful and this one can really heighten your potential partners desire to change. This is the use of the needs awareness questions and the needs development questions. Now one of you said earlier, forgive me, I forget who it was, is that you were spending a lot of

time between needs development, and needs awareness, and background questions.

You will find that most of your conversation will be around there. It will actually be around there. And so what you can actually do is this. Write these three things down and I'll explain it to you afterwards, okay. And I need a quick volunteer to play it? No, I am going to do it right now. I need a volunteer. Someone I haven't spoken with before, someone volunteer for me very quickly?

Judy:
Judy, in Alberta?

Michael:
Judy, okay. Thanks Judy. So I'm just going to start off by asking you a question, okay? Just so I get this whole thing rolling. So you can be wherever you want in your mind and you go back in time. So I'm going to ask you this question. So Judy, what would make a difference in your life right now?

Judy:
More money.

Michael:
So what's important to you about more money?

Judy:
Well freedom because I want to travel. I have family living overseas, and I want to visit them regularly, and yeah, that's the main thing for me.

Michael:
Okay, so when you have the freedom to do that, and to travel overseas to visit your family, what would that mean to you?

Judy:
Oh, it would mean a lot to me, because I miss them, and I don't see them nearly as much as I'd like to.

Michael:

<Laughter> Thank you, Judy. Okay, everyone what I gave you there. Let me see if someone has picked up on those. Apart from the first question to Judy, what would make a big difference in your life right now? What was the second question?

Female Speaker:

What's important to you about that?

Male Speaker:

Why?

Michael:

And she said what?

Female:

Money.

Male Speaker:

Freedom and travel.

Michael:

Now wait a second get it in order. She said more money, right?

Male Speaker:

Oh, yeah.

Michael:

And what was the second question I asked her?

Male Speaker:

What would you do with the money?

Michael:

No, no.

Female Speaker:

No. What would that mean to you?

Female Speaker:

What was important about that?

Michael:

Whoever said, again, what's important to you about that? I repeated the question, didn't?

Female Speaker:

Right.

Michael:

And she said?

Male Speaker:

Feelings.

Michael:

She said what? Give me the words she gave. It's very important that you write these things down or you listen for them. She said what? She...?

Female Speaker:

Would be the world.

Michael:

She said freedom, travel, time, and family.

Female Speaker:

Okay.

Male Speaker:

Family.

Michael:

Okay. This is where listening comes in. So let me repeat that. I said, "What's important to you about that?" And she said, "More money," basically more money. "So what's important to you about having more money?"

"Well that would give me the freedom, and the time to travel, spend time with my family." And then what was a third question?

Female Speaker:

What would that mean to you?

Michael:

Perfect, thank you. Yes, in fact, but repeat what she said. Okay, so when I said something to the effect of, "So Judy, if you're able to take that time, and be able to have that freedom, and travel more, and spend more time with family, what would that mean to you?" And her answer was? Okay it's very important guys. "I miss them." What else did you say, Judy?

Judy:

I can't even remember what I said to be honest. I'll have to listen to the recording.

Female Speaker:

I think she said everything. It would mean everything.

Female Speaker:

In the world to her.

Michael:

Yeah, everything in the world to her. I miss them and everything in the world to her. Those are real deep what...? Deep...?

Female Speaker:

Needs.

Michael:
Feelings.

Female Speaker:
Emotions.

Michael:
Feelings. So if you could just recreate that Judy. How did you feel as you were saying that? Did you feel anything at all?

Judy:
Oh yes. You know really this is real life actually. There's a family reunion I want to go to and I mean I've just imagined us all there together. It's really strong for me.

Michael:
And did it make it any stronger, as I was asking you those questions?

Judy:
Yes, it's true. It did. I mean, I wanted that more than ever before. Just saying that I wanted it made me feel even more that I wanted it.

Michael:
Okay. So did everyone feel that and hear that?

Group:
Yes.

Michael:
So just there, okay, just in there. So today what I've done is I've given you a pretty good range of questions, and in the needs awareness needs development, just be aware that a lot of your conversation is going to be there, and if you want to plant some very, very powerful questions, ask those three questions in that

sequence. Okay? In other words, what's important to you about what you just said, and what's important to you about what you just said then, and then, what will that mean to you?

But you repeat back to them what they just said, so it reinforces what's in there, and Judy will carry this now for a long time because it's already sunk in. It's in her psyche. Her level is up. Whatever she's feeling right now she will resolve more to do it. This is what I mean about natural selling, helping people influence themselves to change. Does that make sense? Did you get a good picture of that, everyone?

Female Speaker:
It was excellent.

Female Speaker:
Yes, we do.

Michael:
I gave you the discovery summary and so I've already given you that, which is what I want to do. So make a note of that where it brings it all together, and the stage three, where we're going to transition, go through the go-no-go zone. I did that in the role play as well, so you got a hint of that, so you can listen to that. And next week, what I would like you to do is an exercise.

And this is the exercise, I'd like you to take the seven different types of questions, okay, the first set that you wrote. Take down the first set that you wrote, and write down, if you can, five different ways that you can ask them, variations of it, and five different ways that you can ask them.

So you heard me talk about some of them tonight. I gave you little variations. But I'm going to give you, as an example, a variation of each one so that you can then expand on it. And I'm really serious about this. Write this down. So the background question is for example, "who are you"? Such as, "where do you live"? "Do you work for a living?" "Where do you live and do you work for a living?"

Needs awareness is, what attracted you to the website? That's something that I asked Mary. Okay, it was my opening question. It was a, what, question. It wasn't sort of, what would make your life different. It's like, what attracted you to the website. What attracted you to the advertisement? Okay, because I'm going to get the answers. I'm going to get some logical and maybe I'm going to get some why answer out of it. It doesn't matter to me.

Needs development. How will that help you? That's a why question. Many times you can't ask the why question directly. Okay. Sometimes it is just not possible to do that and other times it's easier or it's actually better to reframe it. So how will that help you?

Personal responsibility question. Have you ever thought how that happened? In other word, instead of saying what's preventing you from getting it, have you ever thought how that happened? Have you ever thought about how that came about that stopped you from getting it, as an example.

Consequence question is, so where will you be in five years if you can't find a way out of where you are? Okay, it's just another way of saying it. So where will you be in five years if you can't find a way out of where you are?

And a qualifying question is how important is that to you? I think I might have used that tonight. That's okay. How important is that to you? It's another way of asking. Because that's, I forget now, was it Lisa who was asking about, how you can use these different qualifying questions and these are ways that you can do them. So write them all out and we'll share them next week.

So this is actually what I would like you to do. This is your exercise. And write them all out. I'm really serious about this because this will discipline you. Because if I just say to you, "Write them out." You might or might not do it. I want you to write them out. I'd like to see all of your, this is like a class assignment. I'd like to see them all on my desk by this weekend please <laughter>.

You know what? Give yourself until Friday to do it. I'd like them all in by Friday Pacific time, and if you can't fill them all out, it doesn't matter. You are not being judged. There is no judgment here, and if you are struggling with it, that's okay as well. And what we'll do is we'll talk about it next week. We'll go over a few of them next week

And to wrap up, this is a tradition it is always very useful, let's hear from three of you, and again, it's three of you who preferably who have not spoken tonight, a little ah-ha moment, an awaking moment, light bulb moment, something that you got out of this evening, or this morning, or this afternoon that you found really an ah-ha for you. Who'd like to go first?

Carolyn:
Michael, it is Carolyn.

Michael:
Carolyn.

Carolyn:
When you were speaking to Mary in that initial conversation and you did side step the issue there, I noticed that you came back, and you just said, "Mary, about that selling issue. You asked me and I moved away from that. I want to be honest and frank with you." And then you came back and I just really felt that that honored her incredibly.

Female Speaker:
Yes.

Michael:
Okay, thank you. I'm going to make a very quick comment on that and it is. This is an open dialogue. You are laying yourself open. Imagine you just putting your two hands to your chest, and you just pulled your body apart and saying, "Look here is what I am and here is what I'm all about." Don't be afraid to go there. Take advantage of things like that to go back, and revisit something that you weren't comfortable with, or whatever. People will love you for it, okay? So just

do that and I thank you for your comment. Thank you, Carolyn. Okay, somebody else?

Helen:

Michael, this is Helen.

Michael:

Helen.

Helen:

I'm in Portland. I've really, really, really enjoyed all the tapes. I've played them over, and over again, and I have been in sales for many years, but I don't think I had learned anything until now. I really enjoy this class and I promise I'll do my homework.

Michael:

You're a sweetheart. I love you. Thank you very much. <Laughter> So cool. Thanks. Okay, we have one, one more volunteer. This is great. One more ah-ha magic moment, awakening moment. We can't go until someone gives an awakening moment. Okay, anyone?

Janelle:

Okay this is Janelle, from California, and your questions, those three questions were huge ah-ha. What would make a difference in your life? And what's important about XYZ? And those three questions just are incredible.

Michael:

Okay, good. Yeah. Now here's something for you. I could have given you those questions a long time ago.

Female Speaker:

<Laughter>

Michael:

Okay, I could have done that a long time ago, but the point is, is this. Do you think they would have more meaning now, once you understood sort of where I'm coming from, where Natural Selling is coming from, than they would have if I gave them to you right at the beginning of this whole series? What do you think? Yes? They have more meaning now?

Group:

Yes.

Male Speaker:

Absolutely, the foundation has been laid.

Michael:

There you go, yeah, because otherwise this is a technique, and remember that saying, "Techniques are many, and principles are few. Techniques will vary, principles never do." And that's where we're coming from with Natural Selling, is principles selling.

Female Speaker:

Yes.

Michael:

So that's what it's all about, and that's what's going to make you your fortunes, and your fulfillment, and get everything you want through helping other people get what they want. See you next week. Have a great week everyone.

Group:

Thank you.

Female Speaker:

Thanks Michael.

Female Speaker:

Bye everyone.

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