

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

**Interview with Fredric Lehrman
Transcript**

With Michael Oliver



Michael:

Welcome to tonight's dialogue with Frederic Lehrman of Nomad University. Just before I bring him on, let me explain something here.

One of the reasons why Natural Selling is very different than most other sales training and also sales training that talks about asking questions is that the types of questions that you ask, as most of you have now discovered through the classes that you have taken, actually cause the person you are talking with to start doing things, such as challenging and questioning their own beliefs. It can also cause them to influence themselves to change. This is what I mean when I say that unlike conventional selling where you use systems and techniques that are designed to persuade people to do what you want them to do, instead you literally allow people to persuade themselves. Natural Selling is about allowing them to persuade themselves and to basically do the work.

You really don't have to do the work. One of the things that Frederic came up with one time when we were talking about Natural Selling, he was talking about this, which I thought was a neat way of one of the many ways he describes it, is that you are allowing them to take you where you want them to go. It takes a little bit of thinking behind that, but you are allowing them to take you where you want them to go. Not in a manipulative sense, this is a very different sense. And so we'll see if we can reveal that tonight. You can imagine that I am delighted to have Frederic on the call tonight to talk about things like Prosperity Consciousness, which is a six tape series that he has which is available through Nightingale Conant and also himself.

Also the Inner Factors that Control Outer Success, which is a series of lectures on ten CD's, discussing the psychological focus which comes into play in a sales environment, something that hopefully is close to your hearts. I met Frederic seven or eight years ago in Tempe, Arizona when he spoke about a surfer he knew who broke away from the pack of surfers that this surfer was with, and paddled away from them to catch a perfectly formed wave that seemed to appear from nowhere. That fascinated me, I liked that as a metaphor for being present with yourself and in doing so, being present with nature, of which of course, we are all part. Likewise, Frederic tuned into the Natural Selling approach which epitomizes

a lot of what he knew about both the inner and outer factors that control success, especially in selling. We have been good friends ever since. So, Frederic, welcome to the call and thank you for being here.

Frederic:

Good evening, or afternoon or morning. I don't know how far around the globe this call reaches.

Michael:

We are reaching from Singapore to Europe right now.

Frederic:

Oh, really? Okay.

Michael:

So you are pretty much covered in whichever way, except you're probably out a day as well. There are some of us who are ahead of us one day, which is very convenient for stock market stake, because we can actually find out what the stocks are going to be like tomorrow.

Frederic:

Now don't get me started on time, Michael because that is a big subject, which I love. If I start saying anymore than I just said, I will be lost in it. Let's get back to our topic, here. I do want to say that the gentleman who asked me talk about the Telepaphone, obviously he already received the message that I sent him before we started this call. So, I rest my case. I will go back and explain it a little more for everybody else that hasn't heard about it before.

Michael:

Okay, as you said, you could rest your case just from that point there. That is excellent, he did get the message. Tell me, what was it about Natural Selling that resonated with you when we first got together?

Frederic:

Let's put it this way, when you have spent a lot of time in your life paying attention to the behavior of people, including oneself...because the real source of insight is understanding your own way of responding and way of functioning in your environment, in your social groups and in your profession...I had come to the realization that whatever goes on outside is mirroring and mirrors back to you what has been happening inside that you might not have been fully conscious of.

The more you can turn in a sense the spotlight back into your own mind and see the conversations that are going on there before you even open your mouth on the telephone or speaking to a person, the more likely it is that that inner listening will reflect itself in the outer conversation. Now, when I heard Michael stand up and talk about Natural Selling, I said, "At last, here is someone who is approaching the topic in a way that is in other terms, in other images, in other language but totally harmonious with this way of paying attention." I like to say that paying attention yields dividends. It's the source of refinement and of success.

Some people have a natural talent. What I have seen in my background as a musician, which is a communication art that works through sound...without listeners, there is not much opportunity as a musician...but as a musician, the intent of the player and the understanding of the music that the player has, is really what is being transmitted into the concert hall or on the record or wherever you hear music. Lots of people can play notes. Lots of people have great technique. But there is something much more subtle, which is what we really are looking for.

We are looking for, not just the information, but the awareness behind the information. In terms of selling, the way selling is very often taught or directed in a corporate environment is the kind of script approach to selling and the hard sell. You get the information out in front of them, and it's very much a technical approach. I began to notice that the music was missing. Michael started talking about Natural Selling. He was talking in terms of questions and answers about the same thing that I listen to as a musician in terms of tone, tempo, rhythm and emphasis. It was a natural harmony, there, between his way of saying what he

says and my way of saying what I say. This is an example of the point that we both like to make.

If you're a musician, you may be very brilliant on your own, but there is a different talent, which allows you to be able to play with other people in the group and to play well with them so that you inspire each other and come to a better result than either one of you could have predicted on your own. Natural Selling is a kind of chamber music. It's the seller and the buyer coming together and one plays a line on the instrument and the other one answers it. Back and forth the answers go until the style and the rhythm and the message in the music fuses and becomes one idea. Then the sale happens.

That is my way of looking at it. So, when I heard Michael speak, I was very relieved to be able to relax about this. I said, "Oh, good grief. Finally there is someone who is saying what I have always been saying, and it's very nice to have company." We do it in very different ways, which is why it's fun for us.

Michael:

Thank you. One of the things that I wrote down from a previous conversation...I was running through some notes and it stuck out at me, and I thought, "Oh, I will put this back at you" ...you came up with this little quote, which I thought was amazing, you said, "It's the factors that are inside that affect how people hear you." So what you are saying is, the factors that are inside us, what's going on inside us, affect how people hear us. How would you like to expand on that a little bit?

Fredric:

I think this is even true when you are reading written text. When an author writes a book, somehow in those marks of ink on a piece of paper, there is still a transmission of the author's inner experience out of which those words came. There is a meta physics about this, which is as interesting to me and as profound as talking about time, but I am not going to go in that direction right now. I'm dropping it there for you all to consider later. How can marks of ink on a paper communicate an idea? Well, this is language and it's a very magical process. So,

the inner factors are, before you say anything, there is a long history of beliefs, fixed ideas, experiential memory.

By experiential memory I mean, you make experiments in life and you find out, "Oh yeah, that is what a hot stove is. I touched it; I know what it is now." If someone had just told you, "Stoves are hot, don't touch them," and you never touched them, you would never really know what it was about. So, through our experiences, our positives, successes and our failures, we learn about everything. We may have unresolved beliefs and suspicions and fears and misunderstandings that have accumulated in a kind of noisy crowd in the back of our minds. When we are trying to speak in the present, speak freely and accurately and sensitively to what the person in front of us is aware of and experiencing inside of them, it's like having eye glasses that are not clean.

You can't see the person clearly if there is noise arguing with you internally. When you say, "I think this might be a valuable product for you," if you had any doubt in your mind that that might be true, the other person will pick that up. You may be smiling, you may be energetic about it, but if you don't feel in harmony with what you just said, the other person will read that. People are extremely perceptive. They are more perceptive subconsciously than they are consciously. I should say something at this point about a very interesting series of films that were done, which some of you may know about. You might have seen it on Nova or the Discovery Channel. If you observe certain insect communities, when two bees encounter each other or two ants, there are very interesting little dances that go on that are synchronized.

When one insect moves one way and one moves out of time with it in the other direction, then they didn't seem to understand each other. The indication that there is an understanding is when the micro movements are synchronized. When the same type of experimental film, slowing the motion down, was done with people, you see exactly the same kind of micro movements, which would become synchronized between two people who are speaking to each other, whether they were friends or strangers. Within a couple of seconds, if there was a good connection, they would be simultaneous movements. Very small movements of the head or the eyelids or the lips.

You would see it in both people simultaneously and that is the way that you are reading each other, but you are not aware of doing. It's there. It's very small movements and very accurate. In the same sense, when you're talking on the phone, and you listen to each other, over the course of the successful conversation the speed of speech, the rhythm of speech, the voice tones will become more harmonious, just like chamber music. This is the beginning of what I mean about "inner factors." We come with a history, and the person we are talking to has a history, which may have very little to do with what we are supposed to be talking about at that moment. Our considerations and limitations on our self and on our trust of ourselves and the other person creates the clarity or the obstacles in the conversation and the exchange of ideas.

Michael:

So, what you're saying then, based on what I am picking up on, is that a lot of what is going on in our minds and how we feel about ourselves and our past history and so on and so forth is being transmitted and subconsciously picked up by the person that we are talking with. Is that it, in a nutshell?

Frederic:

That is right. We all do this all the time, everyday. We see somebody and we look at them and we say, "Well this person doesn't look very healthy," or "They don't look like they are happy right now," even though they may be smiling. You can pick up the subtle secondary messages very easily, the moment that you see each other.

Michael:

Okay, so as sales people then...especially people who are starting out in this business in direct sales and in network marketing who probably have very limited or no experience at all, and might be carrying personal baggage as well as reflective baggage about selling or about communicating with people and so on...any ideas that you might have that will help anyone on the call, who perhaps is in this state and is aware of it, as to how to help them move through this? So as to become that very clear, calm, person who is very present. The person that becomes attractive to people with whom they talk?

Frederic:

It's not really very different than the way you dress or the way you present yourselves in the world. If you are embarrassed and try to pretend that you're not, or if you are trying to look good but fear that you don't, then that fear is really what you're presenting to the world. It's not the façade to hide the fear. People pick up those inner issues behind what you present. The best and only way I know to fully deal with that is not to become better at pretending, but it is to resolve the conflicting beliefs which make you judge yourself or judge what you are doing in a negative way. If you want people to like what you do and accept what you are saying, then you have to like what you do and you have to accept what you are saying.

It's not a question of blind belief, it's a question of thinking it through in a way that you can be in harmony with yourself. The course that Michael mentioned, the Inner Factors CD's, is a very ingredient by ingredient kind of cooking course. How do present yourself in a way that you are irresistible and delightful to everybody? That doesn't mean that you have to be funny, that doesn't mean that you have to be cute. What it means is that interaction with you brings a person into a better state. Because of that, then they are going to pay better attention to what you are saying. It's not because you're trying to convince them, it's because you are convinced already and you have good reasons to be convinced. You have examined and answered your own questions.

Then when you speak to another person and you ask them the question, which you already have been through with yourself and worked it out so that you know what you think and why you think it, they are going to be much more receptive to thinking it through with you. Michael mentioned this idea. Letting the person lead you to where you want them to go. If you want them to know what you know, and have the benefits that you have from whatever it is that you are offering them, then you want to find out where they are trying to go in their own minds, and then go with them a little bit in that direction and show them how they can turn from that particular focus in approaching that same result, maybe there is a way to get there that they hadn't known about before.

It's like being helpful to someone on their search, rather than trying to corral them and lock them up in the corral like cattle. My background, besides music, is in Tai Chi. Tai Chi is a very baffling martial art, because it's not based on force or control. It's based on taking someone else's intention and force and turning it in a different direction so that there is no conflict. No one gets hurt. It's very subtle, but their model for it is to be somewhat like the ocean or like the sky. You can throw rocks into the sky all you want; you're not going to hurt the sky. The sky is not going to break. You can throw yourself or anything else into the ocean, and the ocean is not going to be damaged either.

It changes form, it doesn't hold on to a specific boundary. So, when you become more like the sky and more like the water and someone wants to control you or disagree with you or tell you that you are wrong, you don't resist that. It's not a problem. You take that in, and continue to go where you want them to go by saying, "Yes, that may be so," and there is this other possibility. Now Michael's approach is to do it by asking them a question and that opens their mind to the question, they follow their own curiosity and they come to a realization. It's the same thing. It's a skillful way of taking someone's energy, giving it back to them with a slightly changed vector or spin, so that they will take themselves to the answer and they will use you as a resource.

Michael:

So, in the Tai Chi then, you said you're not really using their energy, you're really creating a neutral space. You're neutralizing it and allowing the other person to reflect on where they are coming from, to a great extent. That is one of the keys to this, would that be true?

Fredric:

Yes, it's a very interesting thing. I just came from the gym and now it's very popular for people to be doing exercises on these big inflatable balls. The exercise balls, which are like giant beach balls. The reason that you use the ball is because it doesn't give you a stable base, it forces you to find your own center so that you don't fall over when you are sitting on this thing or using it as a base from which to do your exercise. Now, if you push the ball against a wall, you can push very hard and the wall will resist you. The ball will not. Tai Chi is like

becoming that beach ball or that exercise ball. Not having any walls inside yourself to push back against. If someone pushes you, you move as if that ball were on water.

If they use a lot of force to push you, and you don't resist them, then they will have to find their own balance or they will fall over. If you push back, then your opposition keeps them fixed in their old idea. When you don't resist them, they have to stop and catch themselves. In that catching of themselves, that's when you ask them the next question.

For me, when I explain it like that, I understand what I am saying because of having practiced Tai Chi for years and years and years. It's an internal experience. I know that when I first heard this kind of thinking, I could get the edge of it, but without the actual practice of it, it's a little difficult to grasp. The reason it's difficult to grasp is because it's not graspable. It's something that moves. To grasp something, you have to have a solid resistant form. It's very hard to grasp water or the sky. It will go right through your fingers.

Michael:

Perhaps an example of that in Natural Selling would be when someone perhaps creates a little bit of resistance and comes up with a comment such as, about network marketing. Perhaps can even make a negative comment or said in such a way that it comes across negatively. If I am interpreting you correctly, if you treat it as something to be overcome, like you treat it as an objection to be overcome, you are in effect pushing back on to them the force that they pushed on to you. In other words, you're not only not accepting their force and dispelling it, but you are in fact standing up against it like an oak tree and in turn are pushing back with your own comment as to overcome it, which is really resistance against resistance.

Frederic:

Right. If you push back against them, they become more resistant because now you have two forces pushing in opposite directions and both of them are becoming more solid and prominent and fixed and so you end up in a deadlock. The opposite of that is, when one person yields, the other person has to catch

themselves and in that moment, the rigidity is relieved for a moment. If you become very skillful with it, you can feel that and then you follow them, and they catch their balance and you give them something else, and then after awhile it becomes a dance. I was thinking this afternoon about this call, and I began to think about the television program “Dancing with the Stars.” Everybody is watching this thing, and seeing all the people doing these very challenging, difficult dances together and it wouldn’t work at all if they weren’t dancing together. It would be like wrestling if everybody was trying to insist that their movement had to beat the other person’s movement.

The only way that they can dance and stay with the music and stay with each other and win that competition is if they both yield to a higher unity and both of them approach that from either side. It’s the opposite of the wrestling deal, except that of course in professional wrestling, it’s a kind of dance too. Those guys are pretty good at what they do.

Michael:

I remember many years ago watching some tango dancers nearby where I live. It was quite thrilling to watch the movements which were very graceful. It wasn’t just the movements; it was the harmony within that was stunning. I spoke to a woman who was from Argentina, I believe. She was very tall, very dark, \ very beautiful lady who moved so gracefully. I asked her, “How difficult is it to dance? To learn to Tango?” She answered, “Well, it really is in essence a lifelong learning; however you can learn a few basic moves quite quickly.” I said, “When I was watching you and your partner dance, I noticed that it seemed to go beyond technicality.

There seemed to be something else there and you did different moves. How do you know when to move? Or to go in a different direction because there wasn’t necessarily a strict rhythm to it, like ballroom dancing. There is basically one two three, one two three and you vary it slightly. This moved gracefully all over the place.” She said something which really stuck with me because this is what natural selling is about as well. She said, “You stop thinking about it and you just let it happen.” I said, “How do you reach that point?” She said, “You just do. You can reach it at any time that you want; you just need to be aware of it and to let it

go.” So I tried that when I was in Argentina. I learned how to do some very basic Tango steps, and when I let it go out of my mind, it just flows. The rhythm is there. I can only do that for maybe ten or fifteen seconds, but I know when I have come out of it what has happened. It’s really quite thrilling. Is that the kind of thing that you are talking about?

Frederic:

Yes, exactly. It is a state of mind. Again, the images for it and the model is always something that each person has to make specific for themselves. If you watch a soap bubble in the air, the soap bubble is not trying to go anywhere. It’s not trying to go against the wind. It goes with the wind. If you watch a leaf in a stream, the leaf is not struggling to go up stream. The mind state is something like that. The reason we resist that state of mind, is because we feel that we are abandoning all control and that we have no idea where these things will take us. You have to be willing to go into that state and be safe there; knowing that if you go with the stream you will be able to end up where you want to arrive.

You will not be swept over the waterfall. And that’s what I mean by an “Inner Factor.” It’s an inner training to know that if you let the interaction work with you as if you were sharing a common flow, rather than resisting each other, then you will both arrive at a new place together. And that’s the process of discovery for both of you. You become more comfortable with that quality of discovery. Then you become more spontaneous and you can follow your dance partner’s moves without knowing in advance what they are going to do next. I was just thinking of a friend, this goes back a long time ago. A man I knew in New York...it wasn’t really his method of picking up women; it was his line that he used. He tried it once spontaneously and it worked so well that he tried it several more times.

I think he told me that he may have been walking down the street or something, but he sees a total stranger, a girl that he found very attractive. He said to her casually, “Shall we begin?” She looked at him and said, “Begin what?” He said, “We already have.” That’s kind of that essence. All you have to do is get the person’s attention and then you are both in the flow and you don’t know what is going to happen next. You take away the fixed goal approach of, “I must control this person, otherwise they are going to get away.”

Michael:

It's that similar to the story that I heard to break out in a different way of thinking and do things such as wandering into a candy store and asking for a pound of steak. And just doing it quite casually as though you would expect to get a pound of steak at the candy store. Just pick up the conversation and see what happens from there without even getting embarrassed or thinking about it. Just letting it flow. Same sort of thing as changing the dialogue, changing the flow with people.

Frederic:

Right, and it is a very good exercise. You see, your linear mind is always trying to be coherent, shall we say, in a situation. What I mean by "Inner Factors" is that you have presuppositions of what it means to be coherent. That becomes a limitation. If the person doesn't respond according to your script, well then what do you do? Then you have to steer them back into the script. If you are able to go into the candy store and ask for a wrench or a pair of shoes, whatever it is, then everything is up and open and totally unhinged from the routine. That is an advanced exercise, I would say, to train your mind to just let go. Eventually it becomes a tango.

Michael:

So, an advanced exercise that could be had right here and now is with, for example, people who are listening in who are relatively new to selling and network marketing and so on, one of my most favorites and you can do it most times if you feel comfortable with it, is just ask the other person like this, "So, Frederic, is there anything that you feel I should ask you about what we are doing here?" I have found that to be a great one in interviews and so on. That would be the same sort of thing, wouldn't it? It would be breaking that present frame I guess, and creating a new one. Probably creating a greater report because you don't know how, necessarily, the other person is going to respond. Except you know that it is going to be an interesting and good experience.

Frederic:

Well, this is not a story that I tell on the Inner Factors course, but on the Prosperity Consciousness Course. There was one of my teachers who had a

mentor who taught him this particular technique. If he wanted to become good at selling a new product, he would choose his most resistant, most difficult customer. He had one man that he particularly liked who never bought anything and did everything possible to discredit the value of the new item that he was being offered. So he would go to this person first to just get all of the rejection out of his system. He would go into the man's office and he would put the product down in front of him on the desk and he would say, "What do I need to tell you about this thing to get you to buy it?" That was the master question. If the man said nothing, then he would say, "Okay, thank you," and then pick it up and walk right out.

The first time he picked it up and walked out, the man said, "Wait a minute, wait a minute, come back with that." It was part of this resistant buyer's pretense, was that "I'm going to resist you because I am the buyer and you're the seller, and so you're the enemy and I'm not going to let you even get inside my head." When he took it away from him...the Take Away Approach...the man said to come back. In a very graphic, exaggerated form, you put in front of the person, you say, "What do I need to tell you about this to get you to buy it?" You don't necessarily want to use that question, but you could try it a few times to see what happens. If the person can't think of anything, they might say, "Why don't you tell me what it is?"

They may not even recognize it at all. If they don't even say that, then you are going to waste more time educating them than you would if you went to somebody else who had questions for you and you get more sales in a shorter time that way. This is a kind of primitive form of Natural Selling, but that is the way it was done in the past.

Michael:

So, what if you reframed it this way, would this be a type of way of putting it, which would be not a primitive and yet could be a very successful way, such as, you could ask the question, "Could you tell me what it would be that would allow you to persuade yourself that this is exactly the right thing for you? What are the factors that would convince you that this was exactly the right thing for yourself?" I am just making this up at the moment, so I am struggling with some of the words

there, but I am sure they will come to me. If you get the idea, would that be something similar?

Frederic:

Yes, actually anything like that will create the movement. Once the person's mind is in motion, then you go with them, and lead them to where you want them to arrive. If they were sitting resistant then you can't move them very well because if you push on them they will push back.

Michael:

Which is the same question, what is the criteria under which they are going to make a decision? Similar type of thing.

Frederic:

Right, but the other thing that is very important as far as inner factors and styles is that you have to get a clear sense of the other person's vocabulary and their world and their syntax. How do they speak, what kind of language do they use. This has to do with those micro movements and matching each other's music. Use the language that they think in. If you ask them questions which are outside of their vocabulary, they are not going to be able to respond. Use images that come from their reality.

Michael:

So again, it's something that I teach in the classes and the coaching is that when you start off connecting, you're imagining that you are probably on opposite sides of the table. Maybe sitting down, maybe standing. Then in the discovering, which is really the most critical part, what you have done is you're meeting them where they are. You are over, sitting beside them, facing them, open book, talking about them where they are. Accepting them where they are. Understanding them where they are. Asking them questions about where they are, where they want to go, and then having an idea as to their seriousness about wanting to change, if there is any needed changed and then transitioning in to inviting them over to your side of the table. It is not necessarily a barrier, per say. It just dissolves.

The table dissolves, you're inviting them over, showing them around what it is like being on your side of the table and finally you are just basically inviting them to stay. Pointing back and saying that the choice is yours. You can either stay there or you can experience this over here. You can start the process and experience what is over here, the choice is yours. Your body language is always open, there is a detachment. We talk about take away in the conventional sense, which is a very determined technique. Whereas in Natural Selling the detachment stops before it even starts, so that you are detached from the sale, knowing that it will happen depending on how you approach it, how you think about it. Is that pretty much the same sort of thing?

Frederic:

Yes, these are all different ways of trying to sort of catch the same bubble. When I use a bubble or a beach ball, it's too fixed in its form. The truth is that there is no beach ball and there is no bubble, it's just an energy. It has no handle. The subtle way of moving a person's energy is to let them be whatever shape they want and not abandon them. The moment that you become fixed, they become fixed. To me, this is just a fascinating process, which just like the Tango takes forever to master because you can always get deeper into it and deeper into it. It never gets boring.

Every encounter, every conversation is an opportunity to let go a little more, to experiment a little more, and after awhile if you challenge yourself in that way, you develop a new kind of sensitivity and your timing improves and you say things that are perfect even though you didn't think before you spoke. That is when you know that you are really doing the Tango.

Michael:

With the few minutes we've got left, I would like to switch from where we have been, and this is on your CD. In fact, so we do that, let's give an idea. If everyone on the line would like to go to www.NomadUniversity.com. You can see what Frederic has there, it's two different types of CD's. One is called "The Prosperity Consciousness," and I might add that a lot of the present gurus and teachers of the present time who are talking about Prosperity Consciousness have actually drawn from these CD's and from Frederic's teachings. It's not a well known fact,

but many of them have taken the material and taken their thoughts and ideas from “The Prosperity Consciousness” CD’s.

Then of course, there are the ones that we have been talking about, which is The Inner Factors That Control Outer Success.

So if you go to www.NomadUniversity.com, you can see what is going on there. Take a look at the website too, it’s a fascinating University. It is, in fact, a University and it is a nomad university. One of the factors that I liked about I was in fact the teachers or the professors, if you want to call them that, don’t grade the students. The students grade the teacher. Whether the teacher is allowed to stay is really dependant on the students themselves. It is very much a different way of thinking and I enjoy very much the time that I spend with Frederic. Frederic, did I cover everything there?

Frederic:

Yes, if you go to www.NomadUniversity.com you will see the very brief description of the principles and the idea behind the university. If you want to go directly to the CD’s, you can go to www.NomadUniversity.com/store.htm.

You will get there either way and these two courses are explained as to what their purpose is and how to work with them, and if you have any questions you can also contact me through the website, or I can give write to me at nomadu@earthlink.net. For reading about the products and ordering them, the simplest way is to go through the website.

Michael:

Okay, now resistance to receiving. That is the big one I think. That is, in fact, one of the factors that I have spoken about. Talk more about that, we have about five or six minutes to discuss resistance to receiving.

Frederic:

This is something that is so deep in about everybody’s self, that nobody notices it or acknowledges it, but if you have negative opinions or beliefs or old conditionings from your family about money itself, and you’re trying to sell

somebody, then that means there is a disagreeable stage where you get paid. The reason I say disagreeable is because if you don't like money and you think that money is corrupting, corrupted, bad, evil, something unfair about it, money is dirty, all the old things that you heard as a child growing up. If you have money, someone else is poor, all these hundreds of different limiting beliefs about money. If those things are in the background of your mind and voting every time you handle money, you are going to come up with a result where you are going to have conflict, you are going to feel like, "I want the money, I need the money but I feel bad about the money and by paying me you are actually hurting me."

Now, you may not be conscience of any of that. Those low grade conflicting thoughts are what cause a kind of a signal to go out from you like a radio broadcast. You may have the best product in the world and you may be really good at explaining it, but if you're not selling, it's because you are somehow broadcasting a very strong clear message to people saying, "I know that you should love this product, but just please don't pay me because that puts me in such a conflicted state that I don't really know what to do about it." You must be open to receiving, saying, "Yes, yes, thank you very much! Please, I would be happy to sell this to you."

If that energy comes through, then the person is released and then they can buy stuff from you. Otherwise, they will probably think about it for a couple of days and then maybe one month later they will buy it from someone else. They like you, they don't want to hurt you. See? So, these kinds of invisible commands are actually very important, and that is why some people are very successful, because they are willing to receive. They are willing to complete the cycle with the person. We call it "closing." It's not really closing, is it? It's like, you can't close unless another person opens their hands and you open your hands and receive what they are going to give you.

Michael:

So, what you're saying is that if you got resistance to receiving and you're selling a product to somebody or a service to somebody and they pick up on this energy, subconsciously or otherwise, is that they are likely not to buy from you because

they don't want to hurt you. Especially if it is a friend. That is an interesting sort of way of looking at it.

Frederic:

It's totally unconscious.

Michael:

Yet, they go and buy someone else's, and we would feel offended because in fact, as a friend, you would think that they would buy from us first. The question comes up of who gave off the first signal. Was it us or was it them?

Frederic:

It's usually a combination. It's always a combination. It takes two to Tango, they used to say, right? This also ties back to an even more subtle level, which we started out with this question about the telephopone. That even before you know that you are going to meet the person, before you have started talking, before you see each other, there is a psychic factor which I have tested and verified enough times to be quite certain about what I am saying. There are no real surprises. You have an appointment to meet each other tomorrow, you don't even know that. You meet people, you encounter individuals in a way that is like a big dance. Everybody shows up in the square dance at exactly the right moment to play out opposing sides of an emotional situation.

To give each other either support or resistance so that you can continue to believe the world is the way it is. That is the short way of saying this thing. The way that you can test this out, the telephopone process is this: Let's say that you have a list of names of people that you are going to call. These are cold calls. These are people that you have never spoken to before who don't necessarily expect to hear from you. They may expect to hear about your product, but they don't know and you don't know them. What I asked people to do once was to go down their list of names of the people they were going to call in the morning, and before they go to sleep, call that person in their mind. Look up the phone number, dial it in your mind, hear the other person pick up the phone and have a very brief discussion with them.

Don't try to sell them anything, just say, "I'm going to call you tomorrow and we are going to have a very interesting conversation and we are going to come to a result which will be good for both of us. Have a good night, I will talk to you in the morning. Just say this mentally, in your mind. Doesn't matter if the person is on the other side of the planet or in another city, it makes no difference. You do this as an exercise; give some focus to each person. It's time where you're not distracted and you're thinking about each person, then the next day you call them up and see what happens. I got a call back from someone who heard me explain just the way I did for you on a call like this. A couple weeks later she called and said, "You know, that telephonenumber idea is fantastic.

I didn't really believe it so I didn't do it right away. I started doing it about two weeks ago. I have a list of names and there is a guy named John, I called him up in my mind and said I'm going to call you tomorrow and so on, then I went to sleep. The next day, I got to his name, I dialed his number, he picked up the phone and he picked it up saying, 'Hello!' It was a very enthusiastic hello, it was not a cautious hello, a formal way of picking up the phone. It was like he expected an old friend." She was a little thrown off by this and she said, "Hello, do you know who this is?" He said, "No I don't, but I know it's about money and I know it's going to be good." That's exactly what he said and of course the sale went by itself, it worked perfectly, and then she called me and said, "This telephonenumber thing is really interesting."

Michael:

I get a lot of emails from people like that, who learn how to adjust their thinking and adjust their thinking in a way that I think when I pick up the phone which is, if I'm calling someone that I have never met before, one of the thoughts that I sometimes run through my mind is, "I wonder if this is somebody that I can help today? I wonder if this is somebody that is prepared to help themselves." That sort of the mantra that runs through my mind, and I find the reception on the other end is entirely different from other people. I get a lot of emails from people who adjust this way of thinking and are detached with enlightened-ness as it were, so they are not totally detached. They know what is going on.

The more detached you become, the more aware you become which is an interesting irony. What happens is, the phone starts ringing. People start calling back. People are friendly, people are open, and yet the interesting thing is that they probably were in the first place. It's just the way that we have telepathically set it up within ourselves and transmitted it to them. I remember one person on a call sometime saying, "You know, when I put down the phone tonight, I got three calls after the training, all from people that I had spoken with previously who said 'I want to join your team, I want to accept your proposal.'" He said, "It just blew me away, I was really surprised by that."

There was a bit of silence and then he said, "I have a hunch that you are not surprised by that." I laughed. I said, "No, I'm not. You grasp what I mean by that by the very question that you ask, the way you presented it when you said that you have a hunch that I wouldn't be surprised by that." I am still surprised, but it is a pleasant surprise because you just come to expect it. At the same time, you don't expect it. It's one of those Ying Yang things. You expect it and then you don't expect it.

Frederic:

You can't be attached to the outcome. You're open to it being easy, rather than difficult. You're open to it taking care of itself, rather than your having to take care of it and doing all the work. Then it starts to happen more and more. Intention is extremely important. Intention is different from expectation. Expectation is that you have a picture in the future that you hope will come true. Intention is you have a picture in the future, and that is your guide and you keep correcting and going back on course.

If you find yourself slightly off course you come back to it. It makes your mind like a laser. So then when you say "hello" and your intention is clear, your intention is to really serve this person and you have something of value to offer them. It will benefit them. If that is clear in your mind, then when you say "hello" they hear that whole thing in the way that you said "hello."

Michael:

I know exactly where you are coming from. It's part of what I call, "intention and paying attention to the journey along the way." The intention is there, but you can basically detach from that. You have already planted your intention, you have already planted your desire, and now it's just a matter of taking the journey and doing adjustments along the way until you reach that intention. Or not, maybe you reach a different intention that pops up and that is the one that you were meant to go to. I guess that is another story.

Frederic, we don't have time to open up. We are going to call it a wrap now. We don't have enough time for questions, I apologize for that. I hope that everyone pulled a lot out of this call. I know I did. As you said, it's always a learning experience whenever we get on the phone. Any last words from you, Frederic?

Frederic:

Actually, no. Only because I find that sometimes when you summarize things, it's helpful, and other times we want to leave it open. Somebody said something great to me the other day. We were talking about films. I guess he was a filmmaker, and he said, "A bad film is over when you leave the theater. A good film starts when you leave the theater."

Michael:

On that note, we will leave. I will say thank you so much for spending this last hour with us, and thank you for those of you who attended this call, I hope you got a huge amount of it. I think that from my point of view, I will be thinking about some of the things that we spoke about tonight. Thank you once again Frederic.

Frederic:

Thank you. Good night everyone.

Michael:

Good night everyone, goodbye.

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