

How to sell  
*Network*  
**Marketing**

without fear, anxiety  
or losing your friends!

Selling from the Soul.

Ancient Wisdoms.

Modern Practice.

By Michael Oliver

Although this book focuses on a particular market sector it is really a primer on communication from the position of coming from service. As the ghost writer for Michael on this project I highly recommend it. The chapter I wrote on 'Dialogue' touches on how these principles have been derived from Socrates and have been used as a highly effective teaching modality that rather than teach brings out our human potential for self discovery. - Les Raketti

Natural Selling® Inc.  
HOW TO SELL NETWORK MARKETING

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Natural Selling® Inc.  
HOW TO SELL NETWORK MARKETING

*Find your own truth, by shedding the truths of  
others that prevent you from having the freedom and  
abundance that is your universal right.*



Natural Selling® Inc.  
HOW TO SELL NETWORK MARKETING

# Table of Contents

Foreword: Critical Distinctions – Two Truths.....	iii
Overview – Natural Selling® .....	v
How To Use This Book .....	xi
Objectives Of The Book .....	xv

## **PART I**

Chapter 1	Introduction: Believe Nothing! .....	3
Chapter 2	The Cause Of Rejection! .....	17
Chapter 3	4 Principles To Eliminate The Cause Of Rejection! .....	25

## **PART II: Principle #1**

*Helping Other People Solve Their Problems*

Chapter 4	The Power Of Dialogue!.....	47
Chapter 5	Current Reality .....	63
Chapter 6	The Discovery Process .....	73

## **PART III: Principle #2**

*Listening To What Is Being Meant, Not Just What Is Being Said*

Chapter 7	How To Listen Effectively.....	89
Chapter 8	Knowing What To Listen For! .....	105
Chapter 9	Presenting Your Solution – Satisfying Needs .....	119

## **PART IV: Principle #3**

*How To Ask The Right Questions At The Right Time*

Chapter 10	The Art Of Asking Questions.....	139
Chapter 11	Stage 1: The Connecting Stage – Starting Effective Conversations .....	151
Chapter 12	Stage 2: The Discovering Stage .....	183
Chapter 13	Stage 3: The Transitioning Stage.....	227

## **PART V: Principle #4**

*Feeding Back What You Think You Heard They Want*

Chapter 14	Stage 4: The Presenting Stage .....	233
Chapter 15	Stage 5: The Committing Stage .....	239

## **PART VI**

Chapter 16	Endings And Beginnings .....	249
Gratitudes .....		251

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# Part II

## **Principle #1 Helping Other People Solve Their Problems**

Chapter 4:  
The Power Of Dialogue!

Chapter 5:  
Current Reality

Chapter 6:  
The Discovery Process

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# CHAPTER 4

## **The Power Of Dialogue!**



Although this book focuses on a particular market sector it is really a primer on communication from the position of coming from service. As the ghost writer for Michael on this project I highly recommend it. The chapter I wrote on 'Dialogue' touches on how these principles have been derived from Socrates and have been used as a highly effective teaching modality that rather than teach brings out our human potential for self discovery. - Les Raketti

*A feast of reason and the flow of soul.*

– Alexander Pope

### **HOW EFFECTIVE ARE YOU AT COMMUNICATING?**

Do one or more of these things happen to you?

- Do you feel the discomfort of rejection when people respond negatively to you?
- In the process of talking with people, do you often feel frustrated because you can't get your point across and, consequently, you stop recruiting because of this frustration?
- When you have made a few sales, do you slow your efforts down, or start managing?
- When you discover someone interested in buying your products or business opportunity, are you afraid to ask for the order or for the commitment to take the next step, because you are uncomfortable with receiving the money as the reward for your efforts?
- When you make a sale, do you feel uncomfortable receiving the money from it?

Why is this? Well, much of it has to do with the communication model of telling and persuading that is used and taught in Network Marketing. The model tends to be self-focused and can be adversarial and doesn't connect with our soul. We inwardly question our actions and resist doing it.

Telling and persuading is out of step with the desire to help, serve and receive. Using the model of telling can subconsciously reinforce your negative feelings about money as well. From my own point of view, when I started selling and used techniques to get the sale, it didn't feel right to me. The result of that was that the money didn't feel honestly come by. Using techniques were reinforcing all the old sayings about money being the root of evil. (It's not. Greed is!) When I stopped the techniques and

communicated with people differently, the money flowed faster and I received it with gratitude.

While this standard model of telling invariably contains the element of asking questions, most distributors don't ask enough of the right questions and, in my experience, don't listen for the right things and are all too anxious to get to the solution as quickly as possible. Asking someone what they would do if they could and then telling them, "If I could show you how to do that?" is not asking questions – it's too fast, too soon.

### **THREE MAIN COMMUNICATION MODES**

Behavioral scientists have shown that in communicating with others, we are:

1. Least effective when we tell people things, or attempt to dominate them, (Presenting. Telling. Teaching. Persuading.)
2. We are more effective when we interact and discover from each other, (Discussion. Debate.)
3. We are our most persuasive when we allow others to persuade themselves, (Dialogue.)

While each of these ways of communicating has their use, the last one for us is the most important, if we want to be effective in selling and relationship building. It is however the least used because it is the least understood. Let's look at all three modalities:

### **PRESENTING, TELLING, TEACHING, PERSUADING**

You learned in the previous chapters that the high incidence of rejection and objections regularly happens when using the classical approach of telling or presenting solutions or telling your story too early. In other words, the focus is on the need to tell your solution before first establishing if in fact the other person has a problem, the depth of it, and the circumstances

around and behind it, and whether there is any real desire to make a change.

Presenting or telling people things can cause you personal tension, not to mention the tension it causes in the other person. *When I focus on me, I increase my anxiety.*

Presentations are usually prepared talks where the presenter attempts to grab and hold another person's attention early in the conversation, and move them toward taking an action step using external motivating techniques such as the fear of loss, greed, envy or guilt. These can be very powerful motivators, though the results are usually temporary.

The proof of the pudding is in the eating. Why do so many distributors or customers drop away? A major cause is that they get externally motivated, and when it comes time to take action, the motivation wears off. Reason? Real motivation comes from within!

### **WHY DISTRIBUTORS PRESENT**

So why do people present if the results are questionable? Presenting is easy to do. Distributors like to present what they perceive to be the advantages of their business opportunities and products, because they only have to learn it once and then churn it out!

Presenting is safe. In fact, it's so safe that unless you're very good at it, few people respond!

Presenting is familiar territory. It makes the person who is doing the presenting feel in charge, in control. Ironically, the need to be in control can work against you. If you want to be in control, let go of the need. Letting go of the need allows you to be creative and open to possibilities. You allow you to be you. Your authenticity shows through and a relationship of openness, partnership and trust begins. Acting on the methods based on the principles in this book will allow you to make this work.

While presenting can work for some people – it doesn't for the majority, as presenting sounds canned – as if it's a 'one size fits all' solution. If you accept that we are all unique, then *does* one size fit all? The point is, if your meetings begin with a presentation, it begins with you talking about you, and what you think, and ends with you hoping that something in what you say will trigger off something that will get your potential associates to respond. But it's guesswork! Running through all the reasons with them as to why you're excited about what you've got or what you're doing, and why they should be as well, is very one-sided and untargeted.

You can't assume that because you're excited and enthusiastic, they are going to be as well. Their motivations for buying something, or making a change, is going to be different from yours, and from everyone else's. Also, if you approach someone with too much external enthusiasm, you stand either the chance of their withdrawing from you because you

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*Your enthusiasm can, in fact, be an asset that gets in your way.*

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have overwhelmed them, or if they do get swept along in the current of your presence, what do they do when you've gone? They go back to their old habits because external enthusiasm is not part of their make-up. *Your enthusiasm can, in fact, be an asset that gets in your way.*

Think also what presenting is like for the person you're talking with? How do you think other people think and feel? That frozen smile on their face is just that – a frozen smile, behind which they are working out how to defend and protect themselves from you making them do something they don't want to do. While they are doing that, are they *listening* to you? Are they taking in anything you are saying? Hardly likely!

The two key things that people fear the most in being presented to, are:

1. Are you going to persuade them to do something they don't want to do or buy?
2. How much time are you going to take?

Presentations *are* important – properly done and in their right place – such as with a very large group where interaction is difficult, and when it's expected that you will present. The most fruitful time, as you're discovering, is at the end of a meeting when you have pulled all the facts together and your presentation is based on knowing precisely what the other person wants, why they want it, and being able to give it to them.

So, if traditional sales techniques of telling and presenting early in the conversation, serve neither you nor the person you're with, the question is, can other modes of communication serve you better?

### **DISCUSSION AND DEBATE**

Discussion and debate is another way of communicating. The discussion mode is something with which we all are already familiar. We are used to expressing our own views with people, usually in the hope of winning them over to our side.

In his book, *The Fifth Discipline*, a book about learning, Peter Senge defines discussion as a conversation among two or more people where "Different views are presented and defended and there is a search for the best view to support decisions that must be made at this time." He goes on to suggest that this type of conversation is "Prone to fall into a game where the object of the game is to win by having your own ideas accepted by the other party. You might occasionally accept another's view to strengthen your own, but you want your view to prevail."

This type of approach in selling, where the object is to win your client over to your viewpoint, does not always fully explore, or allow you to give the same priority to the needs of the person with whom you are speaking, as your own. For example, if you

handle someone's objections with "Yes, but . . ." answers, you are attempting to persuade the other person to your point of view, even if you think the persuasion is for their benefit.

To give priority to the needs of the other person is difficult for many distributors and salespeople who have been taught to focus on the targeted outcome of the sale. Giving priority to the other person means letting go of control. And yet giving priority and exploring with others in a climate of trust is vital if you are to understand and help another person and yourself get what you both want. So, if you want to change the results, change the climate of communication.

### **DIALOGUE**

Using Dialogue will bring about such a change of priorities. Dialogue is an open form of communication that will allow you to receive all the answers you need to find out the core essence of most people – what makes them tick, and whether you can help them. Your complete openness in communication tells the other person a lot about you and what you represent without you having to say very much. By having an open dialogue, you create a field of energy that makes people compelled to listen to you and your ideas. It's the dream of every distributor!

### **THE KEY ESSENCE OF DIALOGUE!**

In contrast to discussion, "We are not trying to win in a dialogue. We all win in a dialogue if we are doing it right." Peter Senge says. The purpose of dialogue is to go beyond each person's understanding so that, "collectively, we can be more insightful, more intelligent than we can possibly be individually."

Collective thought or truth, as we know, begins to make sense to the other person in the form of order and consistent harmony. "All of us," Senge says, "have had some taste of dialogue – in special conversations that begin to take a life of their own, taking us in directions we could never have imagined nor

planned in advance. But these experiences come rarely, a product of circumstance rather than systematic effort and disciplined practice.”

The key thing is that in using dialogue, you help people work out the inconsistencies of their own thoughts, come to their own conclusions, and be more open to the idea of change.

#### **DIALOGUE AND NATURAL SELLING®**

Dialogue is used on your Journey of Discovery with your potential partners. It achieves your purpose, (which is to serve) and, in doing so, helps you achieve your objectives. The three principles of asking questions, listening, and understanding through feedback are actually the *communication principles of dialogue*. They are the backbone of it.

This is the real meaning behind what Tom Peters said, “My job is not to sell products. My job is to solve problems!”

Dialogue is like playing chamber music where the sum total of all the different instruments, playing their individual scores, make up a resonance that enhances the sound of one instrument and, at the same time, is more harmonious than the sound of one instrument alone.

Dialogue requires you to detach from your expectations. For example, think about letting go of your attachment of making the sale and, instead, *focus on whether there is a sale to be made in the first place*. Feel the difference in energy from just realizing that. By detaching yourself from the outcome of making the sale, you become open to hearing, feeling and understanding the other person’s priorities. It enables you to be creative and see expanded opportunities and ideas as to how their problems can be solved. It opens up the field of infinite possibilities. The end result can be even greater than what you expected!

In the process, you create new relationships or strengthen the

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*When I focus on me,  
I increase my anxiety.  
When I focus on you,  
I decrease my anxiety!*

---

ones you have regardless of the outcome. You can't help it. It happens! The focus is off you, on the other person, and both of you feel the magic of helping each other. Doing it is freeing. *When I focus on me, I increase my anxiety. When I focus on you, I decrease my anxiety!*

### **THE MECHANICS OF DIALOGUE**

Bohm, a communications researcher early in the last century, identified in his research three basic premises that are necessary for dialogue:

1. All participants must 'suspend their assumptions.'
2. All participants must regard one another as colleagues.
3. There must be a facilitator who 'holds the context' of dialogue.

What I've discovered is that you can achieve all of the above conditions in most conversations without having to explain the process of dialogue to the other person. Just doing it – just using the process itself automatically draws the other person into the spirit of things. We'll explore this!

#### *1. Suspension Of Assumptions.*

By suspending your own assumptions, judgments and prejudices and not allowing yourself to be drawn into arguing, debating or defending your point of view, and just simply listening without prejudice, you will find others will suspend their own defensive positions and be open to other beliefs and possibilities.

You don't have to agree with someone to listen to them. The return on investment in listening is huge. You learn a lot and people end up listening to you. It's the law of reciprocity.

In doing so, it's possible to come to a point where making a suggestion, such as, *"What if there was another way of looking at it, another way that would give you everything you wanted*

*without any of the discomfort associated with your present way of doing things?" . . . will cause most people to reflect on and shift their present beliefs. This is an example of allowing others to persuade themselves. Beliefs, after all, are just an acceptance of, or holding an opinion. People will challenge their beliefs if you appear to be open to challenging yours. Be prepared to challenge yours. You might find your own beliefs holding you back!*

### *2. Becoming Colleagues*

The sense of openness that dialogue has is an energy that is subconsciously picked up and conveyed right back to you. I've found that people will automatically become colleagues if you come from a place of not wanting to manipulate, but of wanting to understand before helping. People are drawn to people who are genuinely interested in them. Don't focus on your point of view of getting to your final objective of making the sale. Focus instead on the present moment and getting to understand the present situation or current reality of the person with whom you're talking.

### *3. You Are The Facilitator*

Instead of having a facilitator, you become the facilitator. In dialogue you can take two roles – the observed and the observer. As the *observed* you are the one directly involved with the conversation at all its logical and emotional levels. As the *observer* you do two things. You facilitate the conversation for both you and the other person without prejudice, and you observe your own thinking, words and actions.

One of the great things about being the observer and the observed is that you can actively and emotionally participate in the dialogue and, at the same time, detach yourself from it and objectively observe and guide what is going on. This guidance is not designed for you to manipulate the outcome but to act as the 'honest broker,' to guide the conversation toward an outcome

that is beneficial to all. By staying open and understanding more, it is incredible how bigger, more precise and stronger solutions will surface. One and one have a habit of not making two – they make eleven! *Effective dialogue is when real synergy occurs.*

### **CHANGING YOUR FUTURE RESULTS**

By observing yourself, you also have additional benefits. For example, if a conversation 'falls off the tracks' or if it gets stuck, because of something you said or didn't know what to say, you can, in a quiet moment later, reflect on it and mentally change the result which will prepare you for the next time this might happen.

The key here is first of all not to beat yourself over the original conversation. It was what it was. Instead, replay the mental 'tape' of the conversation up to the point where it went astray. Edit out the actual end result from your mind. Get rid of it.

Now recreate what would have happened had you been more alert or more experienced by role-playing with yourself. Redefine it in your mind, and rehearse it. Feel the good feelings and park the satisfactory result somewhere in your subconscious. The subconscious mind doesn't know what you have done. It simply believes this new reality. What do you think will happen when the same or similar situation arises? You will move through it as though the barrier is nothing but a bead curtain. You have prepared for it. Your wisdom is that much greater.

Heed an Aikido saying: "Prepare for everything and expect nothing!" By mentally rehearsing and knowing how to deal with situations, you will always be prepared. So let it go and don't expect it to happen again. If it does – you will be prepared. Unfortunately, most distributors prepare for nothing and expect eve-

rything. This includes negative expectations such as objections. So, prepare for things like concerns and then don't expect them!

### **SOCRATES AND THE USE OF DIALOGUE**

There have been many groups that used dialogue to make decisions or develop consensus in the past. Socrates (469-399 BC) – a stonemason and carver in Athens, at a time of great culture in Greece – is credited for refining the form of communication we know today as the Socratic Dialogue.

Socrates' purpose in life was to discover universal truth. He felt it his mission to test all statements, recommendations, explanations and personal truths! He questioned public and private men. He described himself as a midwife bringing other men's thoughts to birth and stimulating them to think and question their own beliefs, not through instruction, but by allowing them to listen to their own answers when he asked easy-to-answer questions.

The process he used was dialogue through conversation, which was revolutionary in his time. It suggested our destiny was not predetermined by the Gods but by the world of Cause and Effect. The process of dialogue allows us to arrive at a consensus – our own stories or truths that we can all agree on – change if we choose, and act on. The process is powerful and enlightening as it allows the person we are talking with to take back the responsibility for him/herself and take action to determine his/her future.

### **TEACHING AND THE USE OF DIALOGUE**

The Socratic Dialogue is used in many universities to teach. At the renowned Duke University in Durham, North Carolina, where it forms the backbone of teaching, William Hall, Professor of Neurobiology explained to me that the tutor's role is one of a facilitator and participant, to guide students to have:

- A respect for varying points of view.

- A deeper and clearer consideration of the subject and ideas in question.
- Adherence to and respect to the process of dialogue.

Guiding the students through a process of intense listening, questions and feedback, and helping them stay open to all possibilities, the professor helps the students to learn to openly communicate and to think critically and solve problems with which they are faced.

Students at these universities demonstrate insights and psychological realizations that classical approach teachers overlook. Not only do students acquire information in a different way, they do so at the high end of the thinking/reasoning process.

Teachers, when they first use the Socratic Dialogue, sometimes have great difficulty in letting go of the need to be in control as the teacher. Being the one who knows and therefore has to teach, it initially can make them feel as though the dialogue might get out of control from not having predetermined questions with acknowledged answers.

It's the same challenge that distributors can have when changing from the 'classical selling' style where they feel they have to talk and present, to the Socratic style of Natural Selling®. However, as Ashley Montagu put it, "In teaching, it's the method and not the content that is the message – the drawing out, not the pumping in."

#### **NATURAL SELLING® AND THE USE OF DIALOGUE!**

By applying the method of communication Socrates used, and using principles of dialogue that are universal to all, you can have conversations that are comfortable and friendly for both of you. Conversations that will produce the results you, and the other person, are looking for without all the anxiety and stress

that classical selling can bring you. Conversations with great endings!

Like the university professors, your role is an independent one. Observing the first principle of Natural Selling® – helping other people solve their problems – you start by removing yourself from the outcome of making the sale, and come instead from a place of intent to discover whether you can be of service. You ask simple easy-to-answer questions as an impartial observer, as well as the participant, and listen for ideas, (not what you think you're hoping to hear). Ask, listen, ask and stay open.

Using this process you subconsciously invite the other person to participate in the process merely by your actions (Cause and Effect). Later, both of you will come to a logical conclusion. What you come to can be greater than you ever expected.

As a distributor, the use of dialogue is a matter of helping people get to a point of lucid thought where, independent of all other influences, they make a decision to predetermine their own future. You help them find, re-discover or re-determine the inner freedom that many are seeking. It will liberate their soul – and allow them to see the real freedom they can choose to have, versus a life of safety and lack that comes from acquiescence and subjugation.

It is this point of clarity that is your *first* destination and objective in Natural Selling®. What I mean by this is that you will have explored through dialogue a person's history, their current reality, their feelings about where they are in the present, and what their future expectations are. You will both discover if there is need and the depth of their desire to change their present circumstances to meet the need. Dialogue brings another person's *Current Reality into the present moment*. This will be discussed in the next chapter. It's a process that will give both of you a clearer blueprint that will be self-evident as to what the next step will be!

Through dialogue, people consciously and subconsciously agree with themselves that they have the ability to make a change. Instead of you persuading them with all the classic techniques, they persuade themselves. They have the answers to what they want. It's just that they might not be using the right solutions. It's their decision to look at your solution should you choose to present it. And, if your solution looks good to them, they will end up owning the solution as opposed to being persuaded to take it on. They will give themselves the credit for finding it and you the credit for helping them. Perfect harmony!

If they decide to move forward, you offer your solution as a natural extension of your conversation for them to achieve what they are looking for. You customize your solution and give your solution personal meaning based on what you were told.

On the other hand, if they decide to stay where they are, that's fine. The time and circumstances might not be right for them. Respect that and bow out graciously. One thing is for certain. They will remember your conversation. Expect them to return at another time!

At this point the dialogue will have served its purpose and you can continue with a mixture of dialogue and discussion. Even so, you will find with experience, dialogue will still be a major part of how you communicate.

#### ABOUT THE AUTHOR

Michael Oliver is the founder of **Natural Selling® Sales Training**. He is an international sales trainer, speaker, writer and coach with over 25 years of experience in direct sales and sales training, focused on helping people achieve exceptional results.



His teleconference training, coaching, on-site workshops and speeches are in demand around the world.

Michael's practical skills in sales development, facilitation and training, have helped Companies and tens of thousands of Distributors and Direct Salespeople worldwide.

He practically demonstrates how you can dramatically improve your individual results by understanding how to help others improve theirs. By applying the philosophies of ancient wisdoms of communicating from the soul with the pragmatic requirements of the modern world, Michael empowers Distributors by giving them the people skills needed to attract new associates and customers.

Michael concludes,

*"People will no longer accept being persuaded to buy. Your business has to manifest that you're in it for them . . . not you! And you have to live and breathe that belief."*

To learn more about Michael, visit his website at...

**[www.NaturalSelling.com](http://www.NaturalSelling.com)**