



# The Action Guide To...

How to sell  
*Network*  
Marketing

without fear, anxiety  
or losing your friends!

By Michael Oliver

Practical steps to build  
your business quickly, easily  
and without stress



Selling from the soul.  
Ancient wisdoms.  
Modern practice.

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The Action Guide To...  
"How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends"

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## Introduction And Welcome From Michael Oliver

From The Desk Of Michael Oliver

Dear Friend,

I am delighted to welcome you to the Action Guide to "How To Sell Network Marketing Without Fear, Anxiety or Losing Your Friends!"

I'm always looking for better ways to help people learn how to use the Natural Selling approach to build their business. This Action Guide is one result of asking the question "What is a simple tool that can speed up the process of learning and applying Natural Selling to help you build your business quickly, easily and with less stress?"

The Action Guide is based on principles that have been proven to accelerate and improve the learning process. If you make full use of this guide you'll be repaid many times over for the time and effort that you put in.

To your success!

*Michael Oliver*



## How To Use This Action Guide

The objectives of this Action Guide are...

- To complement the book "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!" (both the print and audio versions) and help you understand the information more easily and quickly
- To help you learn faster how to put the information into practice in your business so that you can get the results you're looking for
- To improve your retention of the information and so help achieve the first two objectives

It is recommended that you have both the print and audio versions of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!" Some of the Study Actions assume that you have both versions. If you do not, simply complete those Study Actions that you are able to do.

In a number of places, there is a reference to a specific page or pages of the print version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!" The same information is contained in the audio version in the relevant chapter, but it's not possible to provide a similar precise reference for the audio version.

The suggested actions and the format of the Action Guide have been chosen very deliberately to help you master the material and get better results in your business as quickly as possible.

It may appear that there is a lot of repetition in the suggested Study Actions. That is deliberate, as repetition is a highly effective learning strategy.

You will note, however, that the information is reviewed in different ways. This is to engage different "modalities", something that has been shown to improve the speed and effectiveness of learning.

The "Quiz" in each section is not meant as a memory test but as a way to highlight the key information in the section. By writing out the answers, you will also be creating neural pathways in your brain that will help you remember and understand the information.

Finally, the exercises are designed to help you take the information and put it into action in your business.

Action will be the key to your success and there's no time like the present to get started!

## First Steps

To get started, review the following sections of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"...

- The Foreword: Critical Distinctions – Two Truths
- Overview Natural Selling
- How To Use This Book
- Objectives of The Book

These sections provide a broad introduction to the Natural Selling approach and the key concepts involved.

Once you've reviewed these sections, then simply start with chapter 1...

# CHAPTER 1

## Introduction: Believe Nothing!

Believe nothing merely because you have been told it. Do not believe what your teacher tells you merely out of respect for the teacher. But whatsoever, after due examination and analysis, you find to be kind, conducive to the good, the benefit the welfare of all beings – that doctrine believe and cling to and take as your guide.

*Buddha*

### Study Actions:

1. Read chapter 1 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 1.
3. Listen to chapter 1 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

### Chapter Summary:

This chapter describes briefly Michael's personal experiences as a salesman and the personal challenges he encountered with the contradictory and adversarial conventional selling approach. In looking for an alternative he uncovered an approach that is effective for all types of people. An approach he calls "Natural Selling" that brought long term success.

### Quiz:

1. What were the 2 problems Michael found when he was using the conventional approach to selling?

Problem #1 \_\_\_\_\_

Problem #2 \_\_\_\_\_

2. What's the inherent contradiction in most conventional sales training, even if it starts out by finding the needs of the client?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What's the problem with focusing on handling objections and dealing with rejection?

\_\_\_\_\_  
\_\_\_\_\_

4. What was the key decision/insight that led Michael to change his approach and start on the path to "Natural Selling"?

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6. What did Michael find was the result of his detaching himself from the outcome of needing to make a sale?

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**Exercises:**

1. Are you forcing yourself to do something simply because you've been told "That's how it is"? How does that feel and what results are you getting?
2. Think about the last time you were exposed to conventional selling techniques. How did you feel about the process and the salesperson's behaviour to you? What happened? Did you buy anything?
3. Now think about a time where a salesperson didn't use the conventional approach and instead simply tried to help you without any attachment to making a sale. How did you feel? What happened? Did you buy anything?
4. Your beliefs about money will have a big impact on your success. Beliefs such as "Money isn't everything" can be very damaging. Think carefully about your own beliefs about money and consider if these are helping or hindering you.
5. Focusing solely on your customers or potential business partners, what is it about your business and products that will benefit them?



## CHAPTER 2

### The Cause Of Rejection!

Today's customer wants to be understood, not talked at!  
*Michael Oliver*

#### Study Actions:

1. Read chapter 2 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 2.
3. Listen to chapter 2 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter looks at what actually causes the rejection that so many Network Marketers experience. Unfortunately, many Network Marketers actually cause the objections and rejection they experience because of the way they have been taught to communicate with potential business partners and customers.

#### Quiz:

1. What are the 2 types of rejection described in this chapter?

Rejection Type #1 \_\_\_\_\_

Rejection Type #2 \_\_\_\_\_

2. What's the main cause of objections and rejection?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### Exercises:

1. Have you ever been in a situation where you asked someone for a solution to a problem and they started with the words "You know what you should do..." and then rattled off their answer?

(If you can't immediately remember a situation like this, observe what happens next time someone does say this to you.)

How did you feel about that and why do you think that was?

Think whether you do the same thing to others and that perhaps they might feel the same way.

## CHAPTER 3

### 4 Principles To Eliminate The Cause Of Rejection!

Involve me and I will understand  
*Ancient Chinese Proverb*

#### Study Actions:

1. Read chapter 3 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 3.
3. Listen to chapter 3 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter introduces and explains the 4 principles of Natural Selling. Applying these principles means coming from an inner place of calm and understanding of knowing what questions to ask, how to listen, what to listen for, how to respond and eventually how to present your business opportunity.

#### Quiz:

1. What are the two things you may need to change so that you can achieve the success you're looking for without the anxiety normally associated with selling or promoting a Network Marketing opportunity?

Item #1 \_\_\_\_\_

Item #2 \_\_\_\_\_

2. What are the 4 principles of Natural Selling?

Principle #1 \_\_\_\_\_

Principle #2 \_\_\_\_\_

Principle #3 \_\_\_\_\_

Principle #4 \_\_\_\_\_

3. What is the real purpose of a business?

\_\_\_\_\_

4. When having a conversation with someone, what % of the time should you be listening?

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5. What is one negative consequence of using external motivation to get someone to buy something?

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6. Who is the most fascinating person in the world? What would someone else's answer almost certainly be?

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7. When using the Natural Selling approach, where does the "sale" actually take place?

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8. What's one benefit of feeding back what you think you heard someone say?

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9. What are you actually selling with your products or business opportunity?

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**Exercises:**

1. What's the purpose of your business and how will that help you reach your goals?

## CHAPTER 4

### The Power Of Dialogue!

A feast of reason and the flow of soul  
*Alexander Pope*

#### Study Actions:

1. Read chapter 4 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 4.
3. Listen to chapter 4 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter introduces the process of communicating known as dialogue. Dialogue and the 4 principles introduced in the previous chapter form the core of the Natural Selling approach.

The key points in this chapter are...

#### Quiz:

1. What are the 3 main communication modes?

Communication Mode #1 \_\_\_\_\_

Communication Mode #2 \_\_\_\_\_

Communication Mode #3 \_\_\_\_\_

2. Which of these has been shown to be least effective?

\_\_\_\_\_

3. Why is presenting such a widely taught approach in Network Marketing?

Reason #1 \_\_\_\_\_

Reason #2 \_\_\_\_\_

Reason #3 \_\_\_\_\_

4. What are the two things that people fear when they are being presented to?

Fear #1 \_\_\_\_\_

Fear #2 \_\_\_\_\_

5. What is the key element of dialogue that makes it different from other ways of communicating?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. What are the three basic premises that are necessary for dialogue?

Premise #1 \_\_\_\_\_

Premise #2 \_\_\_\_\_

Premise #3 \_\_\_\_\_

7. When you use the process of dialogue and someone decides to join you in your business, who has actually done the persuasion?

\_\_\_\_\_  
\_\_\_\_\_

**Exercises:**

1. Simply as an exercise, practice the process of dialogue with a friend or business partner. Remind yourself of the three premises before you start. Select a topic and start the dialogue. Afterwards, review the process and note any differences you observed from your normal conversations.

## CHAPTER 5

### Current Reality

Any one fool can come up with the answers. But the real measure of wisdom is coming up with the right questions.  
*Swami Beyondananda*

#### Study Actions:

1. Read chapter 5 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 5.
3. Listen to chapter 5 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter introduces the concept of "Current Reality" (present situation) which can be defined as someone telling you the truth about where they are in their lives right now and how they got there.

If you want to help someone create a different future, allow them to talk about their past history as well as their future visions and dreams. Their past history and experience usually influences and forms their current reality. They heal the past and manifest the future by changing their current reality in the present as they are talking with you.

#### Quiz:

1. Where are most people living in terms of their Current Reality? Past? Present? Future?

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2. Why do you think this is the case?

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3. What's the implication of this in terms of their interest in your business opportunity?

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4. When you use the process of dialogue to help someone see their situation as it is in the present, what are the two alternative courses of action they can take?

Course #1 \_\_\_\_\_

Course #2 \_\_\_\_\_

5. If someone is not prepared to change, what can you do?

\_\_\_\_\_  
\_\_\_\_\_

6. If someone does want to make a change, what can you do?

\_\_\_\_\_  
\_\_\_\_\_

**Exercises:**

1. Review your own thinking and action process that led you to starting your own Network Marketing business. Can you see the process of being in the present moment and deciding to change what you had and where you were going? Were you "persuaded" or did you convince yourself to change? If this was true for you, do you think it will be the same for the people you talk with about joining your business?

## CHAPTER 6

### The Discovery Process

Most people don't see the world as it is. They see the world as they are.  
*Anna And The King*

#### **Study Actions:**

1. Read chapter 6 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 6.
3. Listen to chapter 6 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### **Chapter Summary:**

This chapter introduces the core concept of Natural Selling, the Discovery Process. It also introduces the Conversation Framework, which is a structure that will guide you through the Discovery Process.

The importance of effective listening is once again emphasised.

#### **Quiz:**

1. What is your objective when you have a conversation with someone?

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2. What are the 3 Logical Conclusions?

Logical Conclusion #1 \_\_\_\_\_

Logical Conclusion #2 \_\_\_\_\_

Logical Conclusion #3 \_\_\_\_\_

3. How do you help your potential partner arrive at one of these conclusions?

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4. What topics do you talk about with someone?

Topic #1 \_\_\_\_\_

Topic #2 \_\_\_\_\_

Topic #3 \_\_\_\_\_

5. What are the 5 stages of the Conversation Framework?

Stage#1 \_\_\_\_\_

Stage#2 \_\_\_\_\_

Stage#3 \_\_\_\_\_

Stage#4 \_\_\_\_\_

Stage#5 \_\_\_\_\_

6. As you progress through the Conversation Framework, what will be the source of most of the questions that you ask and makes you attractive as a good listener?

\_\_\_\_\_  
\_\_\_\_\_

**Exercises:**

1. Learn and memorise the structure of the Conversation Framework (see Attachment 1). You may find it useful to print a copy of the Conversation Framework and have it somewhere you can see it when talking with people on the phone or carry a copy with you in your pocket, wallet or purse.

2. Take the Natural Selling Listening Test (see Attachment 2).

# CHAPTER 7

## How To Listen Effectively

Success Comes To Those Who Listen

*Michael Oliver*

### Study Actions:

1. Read chapter 7 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 7.
3. Listen to chapter 7 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

### Chapter Summary:

Along with knowing how to ask the right questions, being able to listen effectively is one of the most valuable skills to help you build your business.

This chapter covers the benefits of listening and how to improve your listening skills.

### Quiz:

1. What are 3 benefits of listening effectively?

Benefit #1 \_\_\_\_\_

Benefit #2 \_\_\_\_\_

Benefit #3 \_\_\_\_\_

2. What are the 4 Rules Of Effective Listening and how do you apply them?

Listening Rule #1 \_\_\_\_\_

Apply By... \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Listening Rule #2 \_\_\_\_\_

Apply By... \_\_\_\_\_

\_\_\_\_\_

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Listening Rule #3 \_\_\_\_\_

Apply By... \_\_\_\_\_

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Listening Rule #4 \_\_\_\_\_

Apply By... \_\_\_\_\_

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**Exercises:**

1. Start using the power of listening to eliminate mistakes and improve communication in your business and your life. Referring to page 92, next time you are given an instruction, take time to repeat the instruction back with the words "Let me see if I've got this right. You said..." and repeat the instructions. Similarly, when giving instructions, use the words "Just so that I know I conveyed those instructions correctly, would you feedback to me what is to be done?"

2. On page 97 it is mentioned that in a conversation the other person may ask you questions that you may not want to hear (such as "Is this Network Marketing?"). Make a list of such questions and prepare a response in the format suggested on page 97. Remember to think about the concept of "Expect nothing and be prepared for anything".

## CHAPTER 8

### Knowing What To Listen For!

The answer to life's questions lie inside you – all you need to do is look, listen and trust.  
*Michael Oliver*

#### Study Actions:

1. Read chapter 8 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 8.
3. Listen to chapter 8 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

At the beginning of the chapter it is suggested that if the purpose of a business is to help other people solve their problems, then it makes sense to understand what those problems are. However, it's usually not immediately obvious what the real problem is. What someone will say is a problem is often just a symptom of the real underlying problem.

This chapter is all about discovering what the real problems are.

The key point to take away from this chapter is that "Needs and problems come in pairs" and that there is both a logical and an emotional aspect to any problem.

#### Quiz:

1. What 3 things do you need to discover before you start talking about your solution?

Item #1 \_\_\_\_\_

Item #2 \_\_\_\_\_

Item #3 \_\_\_\_\_

2. What are the 2 sides to any problem or need that someone has?

Side #1 \_\_\_\_\_

Side #1 \_\_\_\_\_

3. What's the key thing that will inspire people to make a change in their life?

\_\_\_\_\_

4. What do you need to listen for in your conversations?

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5. What's a phrase you can use to help someone connect their feelings to words?

"I have a sense that... \_\_\_\_\_"

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**Exercises:**

1. Write out the Outer Logical Needs that your business opportunity or products can help people with (see pages 108-109 for some suggestions).

2. Then write out the Inner Emotional Needs that lie behind these Outer Logical Needs (see pages 113-114 for suggestions).

3. What's the real need that your business opportunity or products will meet for people?

## CHAPTER 9

### Presenting Your Solution – Satisfying Needs

You don't need closing techniques for someone who wants to make a change  
*Michael Oliver*

#### Study Actions:

1. Read chapter 9 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 9.
3. Listen to chapter 9 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

The previous chapter looked at how to gain a deeper understanding of what problems are. This chapter moves on to look at how to present solutions to those problems. In the same way that problems come in pairs, so does your solution and the way you present it. Effective solutions address problems on both the logical and emotional levels and this chapter illustrates how to present properly when the time is right.

#### Quiz:

1. What is meant by a Feature of your business opportunity or product?

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2. What is meant by an Advantage of your business opportunity or product?

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3. What is meant by a Benefit of your business opportunity or product?

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4. What are the real reasons that people buy something?

Reason #1 \_\_\_\_\_

Reason #2 \_\_\_\_\_

Reason #3 \_\_\_\_\_

5. When you finally present your solution, what should you focus on for maximum effect?

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6. What are two useful phrases to use in your presentation to focus on what's really important to the other person?

Phrase #1 \_\_\_\_\_

Phrase #2 \_\_\_\_\_

**Exercises:**

1. Make a list of the FEATURES that your business opportunity offers. (Make a similar list for your key product if you wish).
2. For each of these features, describe the potential ADVANTAGES they provide.
3. For each of these features, describe the potential BENEFITS they provide.
4. Review "The Perfect Presentation!" starting on page 132. Adapt the example to your own business opportunity. Remember that in a "live" situation you will adapt your presentation to the unique circumstances of the person you are talking with.

## CHAPTER 10

### The Art Of Asking Questions

I keep six wise serving men. They taught me all I knew. Their names were WHAT and WHY  
and WHEN and HOW and WHERE and WHO.

*Rudyard Kipling*

#### Study Actions:

1. Read chapter 10 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 10.
3. Listen to chapter 10 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter explains why questions are so powerful and explains more about how to use them effectively.

#### Quiz:

1. What can good questioning skills accomplish for you and your business?

Item #1 \_\_\_\_\_

Item #2 \_\_\_\_\_

Item #3 \_\_\_\_\_

Item #4 \_\_\_\_\_

Item #5 \_\_\_\_\_

Item #6 \_\_\_\_\_

Item #7 \_\_\_\_\_

Item #8 \_\_\_\_\_

Item #9 \_\_\_\_\_

Item #10 \_\_\_\_\_



Item #11 \_\_\_\_\_

Item #12 \_\_\_\_\_

Item #13 \_\_\_\_\_

Item #14 \_\_\_\_\_

Item #15 \_\_\_\_\_

Item #16 \_\_\_\_\_

2. What are the two sources of questions available to you?

Question Source #1 \_\_\_\_\_

Question Source #2 \_\_\_\_\_

3. Which source is generally the more powerful and why is this?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Exercises:**

1. Get into the habit of asking questions, rather than making statements. Instead of telling people what you know, uncover and explore what they know first. Review the examples of using questions on page 147. When you next speak with someone, aim to use questions like those in the examples as much as possible.

2. Review the 5 stages of the Conversation Framework.

## CHAPTER 11

### Stage 1: The Connecting Stage – Starting Effective Conversations

Strangers are friends we haven't met yet  
*Old Saying*

#### Study Actions:

1. Read chapter 11 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 11.
3. Listen to chapter 11 on the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter covers how to start the Discovery Process by giving you the tools to effectively open conversations in a range of different circumstances. You'll learn how to get your dialogue off to a good start by putting the focus firmly on the person with whom you are speaking.

#### Quiz:

1. What are the benefits of asking good Connecting Questions?

Benefit #1 \_\_\_\_\_

Benefit #2 \_\_\_\_\_

Benefit #3 \_\_\_\_\_

Benefit #4 \_\_\_\_\_

Benefit #5 \_\_\_\_\_

Benefit #6 \_\_\_\_\_

Benefit #7 \_\_\_\_\_

Benefit #8 \_\_\_\_\_

2. Apart from the greeting and a "Hello" or smile, what are the 4 ways a conversation can start?

Conversation Open #1 \_\_\_\_\_

Conversation Open #2 \_\_\_\_\_

Conversation Open #3 \_\_\_\_\_

Conversation Open #4 \_\_\_\_\_

*Your Personal Introduction.*

3. What are the 3 parts of the "Personal Introduction"?

Part #1 \_\_\_\_\_

Part #2 \_\_\_\_\_

Part #3 \_\_\_\_\_

*Presenting By Not Presenting*

4. Instead of launching into a presentation as soon as you can, what's something you can do instead?

\_\_\_\_\_  
\_\_\_\_\_

*Responding To Calls From Your Advertisement*

5. What is the reason someone responded to your advertisement?

\_\_\_\_\_  
\_\_\_\_\_

6. What is the three-step formula to start the conversation with someone who has responded to your advertisement?

Step #1 \_\_\_\_\_

Step #2 \_\_\_\_\_

Step #3 \_\_\_\_\_

*How To Call Leads From A Lead List*

7. What's the six-step formula for calling and connecting with someone from a lead list?

Step #1 \_\_\_\_\_

Step #2 \_\_\_\_\_

Step #3 \_\_\_\_\_

Step #4 \_\_\_\_\_

Step #5 \_\_\_\_\_

Step #6 \_\_\_\_\_

*Following Up On Someone Who Has Been Sent Information*

8. What should you include in your opening statement to ensure the conversation stays on track?

\_\_\_\_\_

*How To Speak With Friends And People You Know*

9. What should you do before calling friends and people you know?

\_\_\_\_\_

\_\_\_\_\_

10. What are the three key things to remember?

Key #1 \_\_\_\_\_

Key #2 \_\_\_\_\_

Key #3 \_\_\_\_\_

11. What's your objective when calling someone?

\_\_\_\_\_

*Speaking With Business Associates*

12. What is generally the best way to approach business people and people that you know somewhat?

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13. What can you do to make sure the conversation is productive?

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*How To Start Conversations With Strangers*

14. What type of questions can you use to start a conversation with someone you don't know?

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*How To Start Cold Calls*

15. What are the five steps to cold calling?

Step #1 \_\_\_\_\_

Step #2 \_\_\_\_\_

Step #3 \_\_\_\_\_

Step #4 \_\_\_\_\_

Step #5 \_\_\_\_\_

*How To Call Referrals*

16. When you get a referral, what should you also ask about?

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17. When you call a referral, what's a good way to start the conversation?

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*How To Continue An Earlier Conversation*

18. What's a powerful way to continue a previous conversation?

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*How To Start A 3-Way Call*

19. When you're brought into a 3-Way call, how can you start the conversation with the potential new business partner?

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*How To Connect With A Group*

20. Instead of making a formal presentation to a group, what's a different approach you could adopt?

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**Exercises:**

1. Create your own "Personal Introduction" (see pages 159-162).
2. Think about the situations where you can use the Personal Introduction.
3. If appropriate, take your list of potential business partners (friends, close acquaintances and other people that you know) and complete the exercise suggested on page 169 (Create a separate page for each person and list everything you know about them, in particular any problems you may be able to help them solve with your business or products).
4. From the various conversation starters detailed in the chapter, select those that are relevant to your business and write out appropriate opening statements. Remember, these are to be used as "guidelines" not "scripts".

## CHAPTER 12

### Stage 2: The Discovering Stage

If you want to "see" another person, listen to their heart with your heart!

*Michael Oliver*

#### Study Actions:

1. Read chapter 12 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 12.
3. Listen to chapter 12 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This is a long chapter and perhaps the most revealing. It covers the most important stage in the Discovery Process - the Discovering Stage. This is where you discover whether a person is looking to make a change and their degree of desire to do so.

It is also where you establish a firm relationship with the other person by demonstrating you can listen, understand, respect, accept and respond to them and their unique needs.

The Discovering Stage combines questioning and listening skills. It replaces the traditional sales approach of "presenting", "telling your story", "objection handling" and "closing".

#### Quiz:

1. What are the three "destination points" or "logical conclusions" that you and the other person reach during the Discovering Stage?

Logical Conclusion #1 \_\_\_\_\_

Logical Conclusion #2 \_\_\_\_\_

Logical Conclusion #3 \_\_\_\_\_

2. When is the Discovering Stage complete?

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3. What are the five types of questions used in the Discovering Stage?

Question Type #1 \_\_\_\_\_

Question Type #2 \_\_\_\_\_

Question Type #3 \_\_\_\_\_

Question Type #4 \_\_\_\_\_

Question Type #5 \_\_\_\_\_

4. From where do you develop the questions used in the Discovering Stage?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

5. What is the purpose of Background Questions and what do they help you establish?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. What are some types of Background Questions that you can use to get started?

F \_\_\_\_\_

O \_\_\_\_\_

R \_\_\_\_\_

M \_\_\_\_\_

S \_\_\_\_\_



7. What is the purpose of Needs Awareness Questions and what do they help you establish?

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8. What is the likely source of Needs Awareness Questions?

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9. What is meant when Michael talks about "Two Truths" and what's a question you can ask to discover which of the two truths is most important to someone?

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10. What is the purpose of Needs Development Questions and what do they help you establish?

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11. What are three things that will help you further in uncovering someone's most important needs?

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

12. What is the purpose of Consequence Questions and what do they help you establish?

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13. How do you formulate a Consequence Questions?

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14. What is the purpose of Solution Questions and what do they help you establish?

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15. What are the five reasons Solution Questions are so productive?

Reason #1 \_\_\_\_\_

Reason #2 \_\_\_\_\_

Reason #3 \_\_\_\_\_

Reason #4 \_\_\_\_\_

Reason #5 \_\_\_\_\_

16. What are the two basic forms of a Solution Question?

Basic Solution Question #1 \_\_\_\_\_

Basic Solution Question #2 \_\_\_\_\_

17. What is the purpose of Qualifying Questions and what do they help you establish?

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18. When do you need to use Qualifying Questions?

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19. What are the two steps to qualifying before presenting?

Qualifying Step #1 \_\_\_\_\_

Qualifying Step #2 \_\_\_\_\_

**Exercises:**

1. Review the summary of the Discovering Stage on pages 219-221. Write out the summary (in particular the questions) longhand, preferably three or more times (Note: This may appear tedious but doing this will dramatically increase your understanding and recall of the material).

2. Carefully review the example of a dialogue on pages 221-225. Find someone to work with and "role play" the example dialogue. Make sure you both play both roles (the Network Marketer and the Potential Business Partner).

## CHAPTER 13

### Stage 3: The Transitioning Stage

Men honor what lies within the sphere of their knowledge but they do not realize how dependent they are on what lies beyond it

*Chuang-Tse*

#### Study Actions:

1. Read chapter 13 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 13.
3. Listen to chapter 13 on the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter covers moving from the stage of asking questions and listening to actually presenting what it is you have to offer. This takes the form of you offering an invitation to the other person to proceed further.

#### Quiz:

1. When are you in the position to make the transition from asking questions and listening to demonstrating how you can help someone?

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2. What phrase can you use to offer the idea that you have a solution for someone?

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#### Exercises:

1. Review the invitation statement that starts "Well, based on what you told me..." on page 228. If you're comfortable with the statement, memorise it and use it in your own dialogues. If you're not comfortable with the statement, create a statement that you are happy with. Remember it's important to begin with "Based on what you told me..."

## CHAPTER 14

### Stage 4: The Presenting Stage

Do not conquer the world with force, for force only causes resistance  
*Tao Te Ching*

#### Study Actions:

1. Read chapter 14 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 14.
3. Listen to chapter 14 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter covers what to do when you reach the point where it's time to present your business opportunity or products.

#### Quiz:

1. What are the four steps involved in presenting your business opportunity or products?

Step #1 \_\_\_\_\_

Step #2 \_\_\_\_\_

Step #3 \_\_\_\_\_

Step #4 \_\_\_\_\_

#### Exercises:

1. Write out the example presentation on pages 236-237 (ideally at least 3 times).
2. Create a sample presentation for your own business opportunity and products. Remember, this is only a guideline and you will adapt every presentation to the unique circumstances of the person you are talking with.

## CHAPTER 15

### Stage 5: The Committing Stage

Address the other person as a person, and you will solve their logical  
as well as their personal needs

*Michael Oliver*

#### Study Actions:

1. Read chapter 15 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 15.
3. Listen to chapter 15 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### Chapter Summary:

This chapter covers the final step where someone makes the decision to commit to becoming your business partner (or use your products). It includes how to address any concerns the other person may have (what would be called "objection handling" in the conventional selling approach).

#### Quiz:

1. What are the two forms that a commitment to move forward can take?

Form #1 \_\_\_\_\_

Form #2 \_\_\_\_\_

2. What are the four types of steps that you are likely to go through when discussing your business opportunity or products?

Step #1 \_\_\_\_\_

Step #2 \_\_\_\_\_

Step #3 \_\_\_\_\_

Step #4 \_\_\_\_\_

3. What are two things to check for in the Committing Stage?

Check For... \_\_\_\_\_

Check For... \_\_\_\_\_

4. What are the three things to do to help resolve a concern that someone has?

Step #1 \_\_\_\_\_

Step #2 \_\_\_\_\_

Step #3 \_\_\_\_\_

### **Exercises**

1. For your own business, map out the steps that you will go through in the Committing Stage. If there are intermediate steps before someone commits to becoming a business partner, be specific about what these steps are.

2. When someone commits to joining you as a business partner, make sure you are thoroughly familiar with your company's procedures and what your new partner needs to do. Guide them through the process.

3. As mentioned in the text, "concerns" are not "objections". People may well have legitimate concerns and your job is to help them resolve those concerns not to respond as though you know what they are saying or asking.

It is likely that there a number of concerns that you may come across on a regular basis (for example, "I don't have the money" or "Is this Network Marketing?"). Make a list of such concerns and prepare what questions you would ask to get underneath the concerns to discover and address the real issues along the lines set out on pages 242-245.

## CHAPTER 16

### Endings And Beginnings – Your Next Steps

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

*Michael Oliver*

#### **Study Actions:**

1. Read chapter 16 of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
2. Read aloud as much as you like from chapter 16.
3. Listen to chapter 16 of the audio version of "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"
4. Review the section "How To Use This Book" in "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

#### **Summary:**

This section concludes the Action Guide and contains some suggestions about how to take what you've learned and apply it to building your business.

#### **Exercises:**

As you have progressed through the Action Guide, you have completed a series of exercises to help you apply the Natural Selling approach in your business.

Review the exercises and prepare for yourself a practical and mental plan for how you will go about building your business from now on. Keep in mind the suggestions in the section "How To Use This Book".

Your success will be as good as the plan you make for yourself to implement what you learn.

*Michael Oliver*



## Attachment 1

# Natural Selling® Conversation Framework

## *The Discovery Process*

<b>1</b>	<b>Connecting Stage</b>	<p>CONNECTING QUESTIONS Demonstrates your intent. Puts focus on other person.</p>	L I S T E N
<b>2</b>	<b>Discovering Stage</b>	<p>BACKGROUND QUESTIONS Finds the present situation - the basic facts.</p>	
		<p>NEEDS AWARENESS/ DEVELOPMENT QUESTIONS Explores needs/problems if any. <i>What</i> your customer wants. Explore circumstances causing the needs. <i>Why</i> your customer wants it. Reveals the correct features, advantages and benefits to solving the problem.</p>	
		<p>CONSEQUENCE QUESTIONS Expands on the problems. Makes the need more urgent. Explores consequences of making a wrong decision.</p>	
		<p>SOLUTION QUESTIONS Involves your customer and their ideas. Reveals and strengthens the benefits of solving the problem.</p>	
		<p>QUALIFYING QUESTIONS Confirms if other person is ready to take action.</p>	
<b>3</b>	<b>Transitioning Stage</b>	<p>TRANSITION QUESTIONS Opens the door to presenting your solution.</p>	
<b>4</b>	<b>Presenting Stage</b>	<p>SUMMARY AND AGREEMENT Confirms the correct solution. Presents the specific features, advantages &amp; benefits of the solution that solves the problem and satisfies the needs.</p>	
<b>5</b>	<b>Committing Stage</b>	<p>COMMITMENT QUESTIONS Helps other person to commit or take the next steps.</p>	

## Attachment 2

### Test Your Listening Habits

Here is a short test that will give you an idea of your own listening habits:

When you're listening to someone,

- Do you think about other things while you're keeping track of the conversation? Y N
- Do you think about what you're going to say next? Y N
- Do you listen with the intent to reply rather than with the intent to understand? Y N
- Do you break in with your own ideas before the other person has finished talking? Y N
- Do you listen primarily for facts rather than ideas? Y N
- Do you "tune out" to things that you feel will be too difficult to understand? Y N
- Do you try to make it appear you're paying attention when you're not? Y N
- Do certain words or phrases prejudice you so that you don't listen objectively? Y N
- Do your thoughts turn to other things when you believe a speaker will have nothing particularly interesting to say? Y N
- Do you finish other people's sentences? Y N
- Can you tell from a person's appearance and delivery that he/she won't have anything important to say? Y N
- Are you easily distracted by outside sights and sounds? Y N

If you answered 'NO' to all of these questions, you are one of a kind! From an early age, most of us are taught to express ourselves to get our points across. Very few of us are taught how to listen. Good listening habits can be learned.

This Action Guide is the companion to...

## **"How To Sell Network Marketing Without Fear, Anxiety or Losing Your Friends!"**

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**Audio Version...**

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