

The LifePath Natural Selling Approach To Building A Successful and Solid Business.

Forward

Hi! This is Michael Oliver of Natural Selling Inc.

I'm proud to have been asked to produce a training playbook for LifePath Unlimited that embodies the successful thinking and approach that has been the hall mark of Natural Selling for the past 10 years.

What I've discovered is that there are usually two things a new associate asks... "What do I do" and "What do I say".

The "What do I do part" is addressed with the perfect product and lead generation marketing expertise that LifePath Unlimited offers you. Combine this with the highly effective, proven and stress free Natural Selling approach of talking with people, and you answer the question "What do I say".

Together you have an unstoppable and winning combination.

However, the LifePath Natural Selling Approach is not about what you say, it's what you ASK, how you LISTEN and how you RESPOND!

And that is what this playbook is all about! Knowing what to ask, when to ask it and how to ask it; combined with the listening and responding skills that will allow you to grow professionally and personally.

Michael Oliver
Natural Selling Inc

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A History Of Present Day Selling Techniques

You might at this moment have in your mind an idea of what selling is, or how you feel about selling.

If your experience has been positive, you might be feeling good about it. If your experience or influence has been a bad one you might have negative thoughts.

If you're like most people, you would rather see a dentist and have an extraction without a pain killer than be a salesperson!

This is a shame, because the real definition of selling has been distorted over time. It is now seen by many as a lowly profession because of its techniques of pressure, persuasion and external emotional manipulation. And if you've ever been on the receiving end of this type of pressure you might feel some trepidation about selling. With your present reference point and frame of thinking this is probably a valid response.

Conventional Selling - Selling By Persuasion

The techniques of "Selling by Persuasion" or pressure, came about as a result of the Industrial Revolution when in the mid 1800's money became plentiful as more people were employed working in the cities.

At the same time, a greater variety of goods and services became available.

Companies that provided these products hired psychologists who understood human behaviour, to come up with compelling advertising slogans and techniques to persuade people with money to part with it!

So selling became, and still is known as the art or science of persuasion, using techniques to persuade people to do what you want them to do. Techniques that ironically cause the resistance from prospective clients! 99% of sales training unfortunately still revolve around this antiquated concept.

Selling With Integrity - The LifePath Natural Selling Way

However, it doesn't have to be that way. There is an effective way of thinking about and talking with potential partners and customers with an attractive approach that does not use external pressure or techniques.

If you were to go back before the Industrial Revolution and look up the definition of selling, you would see that its origin comes from the old English word Sellan. So its original (traditional) meaning was "To help"... "To serve"... "To exchange".

And this is precisely how we define the LifePath Natural Selling Approach – Selling that is based on the fundamental thinking and purpose of helping people solve their problems. You could say - **Selling on Purpose**.

The Approach is based on the wisdom that your job as an Associate is not to "sell" your Income Opportunity or Products (Solutions) to potential partners or customers in the conventional sense.

Instead it's to "serve" them by "helping" them **"buy"**.

In "exchange" you will receive what you want. This will come as a natural consequence of the way you *think* about and approach your Potential Partners/Customers.

4 Principles to Sell By

To help you manifest the above there are 4 principles that form the foundation of the LifePath Natural Selling Approach.

Selling is;

1. Helping people solve their problems
2. Asking the right types of questions
3. Listening to what is being meant as well as what is being said
4. Clarifying what you think you heard before responding

So what you're about to learn is the LifePath Natural Selling Approach that will help you to help your leads to naturally increase their desire to change their present circumstances without using any external pressure techniques or short cut methods that have proven not to work in the long run.

It's an approach that will eliminate any anxiety you might have about talking with people. It will also turn that phone at the end of your desk from weighing like a sack of potatoes to such a light weight that it will literally float into your hands!

The LifePath Natural Selling Approach - Selling On Purpose

Calling Leads.

Your primary lead source of potential partners and customers is likely to come from calling leads obtained from a genuine lead source, whether you buy them or create them yourself. This playbook is focused on that though what you are about to learn can be applied anywhere, including your personal interactions.

Calling genuine leads is undoubtedly the fastest and easiest way to grow your business quickly. For one thing you can return their calls from anywhere you happen to be.

Take a moment to think about another two important advantages of calling leads. Embed them in your mind. It will make your calling comfortable and productive.

1. Calling leads is hot calling.

People who request help to change their present circumstances are the hottest types of leads you can have! Why? Because they come from people who have revealed that something's missing! And they're looking for help to replace it! Note this. They are not looking for information. They are looking for help! There is a big difference.

The big difference is that looking for and giving information is factual, logical and you could say, quite impersonal. Very left brained stuff!

Asking for and giving help is personal, subjective and has warmth to it... right brain stuff.

Now, you could hold back from calling someone and giving them information – but – would you hold back from helping them? Most probably not! Helping people is a basic instinct for most of us and thinking like this can make your business more fulfilling and interesting.

Ultimately it can be more fulfilling to think in terms of *“How many people did I help today?”* as well as *“How much money did I make today?”* Now that's really completing the circle!

2. They called first

Calling leads is the most stress and anxiety free thing you can do, especially if you are new to owning and growing your own business. Why? Because ask yourself this. Who called first? They did! **They** made the first call.

They called because again, something is missing in their lives and they're looking for help to change their present circumstances.

So allow them to talk about their present situation and tell you what's working and what's not working, as well as what they're looking for and why and so on.

Give them time and space to explain it in their own words.

Two important things will happen;

1. In allowing them to talk, they listen to themselves and relive or feel their present situation and their own level of discomfort. They then internally inspire themselves to do something about it to a greater or lesser extent.
2. In return, they will respectfully give you the time and space to talk about your solution if you think it's appropriate to do so.

And isn't that what you want... to have people motivate themselves and come to their own conclusions to change, and at the same time be attracted to and listen to you because you listened to them?

FIRST STEP

Assuming you're personally organized and you've set up the basic functions and systems on which your business can grow, the first step then is to learn;

*How to help your Potential Partners/Customers inspire themselves and come to their own conclusion to **buy** your solutions, using an approach that is both effective and comfortable for you and them.*

Before we go any further, let's get a clear definition of what is meant by solutions and problems.

Definition of a Solution: *A solution is simply an option that solves a problem, preferably by treating the cause.*

Your solutions comprise primarily of;

1. You
2. Your Income Opportunity
3. Your LifePath Products

It's important to realize that you are every much part of the solution as your income opportunity and products – perhaps even more so. The reason is that you are the one unique feature of everything you have to offer. People will buy you on their perception that you understand them and have their best interests at heart. Carry that message and everything else falls into place.

Definition of a Problem: *A problem is simply the difference between what a person has and what they want, need or desire.*

With problems come opportunities. Learn how to let people talk about their problems and listen with an empathetic non judgmental ear. You'll soon see that listening with detached awareness and no attachment to the conventional outcomes, such as making a sale, attracts people to you. *When you listen to people, people will listen to you.*

The Way You Do This Is

1. Detach from or remove these self serving and conventional thoughts from your mind;
 - Making a sale,
 - Talking about your solution,
 - Talking about your story unless it's appropriate
 - Getting them into the "system" as soon as possible
 - Handling their questions and statements as though they are objections
2. Instead, focus on the following **2 objectives before** deciding whether to transition into talking about or presenting your solution by offering them the opportunity to change.

Find out;

1. What's missing?

2. What is their level of desire to change their present circumstances?

Both these objectives are determined in the second stage, the Discovering Stage, of the LifePath Natural Selling Framework below.

To discover what's missing and their level of desire to change their present circumstances, you ask about and have a dialogue around the following types of questions;

- What they have now?
- What they want?
- Why they want it?
- What's preventing them from getting what they want?
- What have they done about getting what they want?
- How will they feel if they don't get what they want?
- Are they prepared now to make a change to get what they want?

These types of questions are the essential ingredients of the LifePath Natural Selling Approach. These are not necessarily the questions you ask, These are the questions to which you're seeking an answer. The Framework below has many other questions in the right hand column that you can ask in dialogue that will help the both of you get clear as to what they want and their level of desire to get it.

This the blueprint of a winning successful dialogue that will achieve for you the first two objectives. Learn these and get them embedded in your conscious and subconscious and you'll always have strong foundation on which to return.

NOTE; You can ask these questions in any order. Conversation is not linear. It's free flowing and lateral. So when you learn the above blueprint recite it in different orders.

STOP here!

Before you go any further... Please study and learn the above list.

Now you've learned the above, let's add a little meaning behind them so that you can get an idea as to why you're allowing them to talk about themselves in this guided way.

- What they have now? (Present Situation)
- What they want? (Logical Needs)
- Why they want it? (Personal Needs)
- What's preventing them from getting what they want? (Personal responsibility for past and present Problems/Obstacles)
- What have they done about getting what they want (Personal Responsibility for doing something about it)
- How will they feel if they don't get what they want? (Consequences)
- Are they prepared now to make a change to get what they want? (Level of Desire)

In the LifePath Natural Selling Approach Framework you'll see how you can expand on these types of questions in the left hand column to get an even more rounded picture.

Think of it as an interview. Think of yourself as the friendly counselor talking with people who have expressed an interest in changing their present circumstances. And you're returning their call to talk about their present situation; to discover how serious they are; and whether they are prepared to take the responsibility to help themselves.

If they are it's then and only then you offer them the opportunity to explore with you the LifePath Solution.

This is a qualifying approach that will establish your leadership, attract people to you and eliminate any fear you might have of talking with your leads.

Why? Because this is all about THEM not you! There are not techniques to pressure them into buying your solutions. You're simply assessing them and allowing them to assess themselves about their desire to change their present situation.

Doing this is comfortable and effective for both parties because the focus is not on you attempting to "sell" them your solutions in the conventional sense, but on them allowing them to inspire themselves to change.

You do this BEFORE you decide to present your solution because it might turn out that there is no value in wasting both your time in presenting.

Once again, the reason you ask questions and listen and respond to their answers is that as they tell you they are also telling themselves. They listen to and feel what they are saying. This is what is meant by allowing them to internally inspire themselves to change. You don't have to do anything except ask and listen, ask and listen as they become clearer as to why they want to move on from where they are.

Once you've gathered all the facts and you've both established their level of desire to change their present circumstances you then move to the Transition Stage (See Following LifePath Framework), which is to simply offer the opportunity to change.

IMPORTANT NOTE: At this point you are offering the opportunity to change their present situation, NOT the opportunity to learn about your solutions. This comes in the Presenting Stage.

The reason is, and this is important to understand, is that in the Transition Stage you are now taking the focus off them and opening the door to putting the focus on how your solution can help them.

Having discovered that they accept the opportunity to change, you then present your solutions. If they are not open, or you are not confident that they really do want to change, then bow out graciously. Remember, you are in charge. It's your business. You are the CEO.

The Value Of The LifePath Approach

Taking this approach eliminates any rejection or possible feeling of rejection because it's impossible to be rejected. If they say no to any of the two objectives, your Potential Partner/Customer is rejecting him or herself to the possibility of changing their present circumstances not the solution.

That's why it's important not to talk about your story or your solution early in the dialogue (unless it's relevant. There is usually an exception to the rule!). Otherwise their attention gets diverted from them to the solution and they will start thinking about and making judgments about it as opposed to themselves and their situation.

So the initial dialogue is NOT about your solution. It's about whether they are prepared to change their present circumstances REGARDLESS of what the solution is.

If they want to talk about the solution then by all means do so, HOWEVER, keep it short. (This is demonstrated later)

Remember, you can only be rejected when you set yourself up to be. The number one causes of rejection and objections are;

1. Presenting your solution too early without establishing their desire to change, and/or
2. Presenting when there is no need or cause of problem established
3. Assuming you know what they are thinking or saying and talking too much

So Discover First and Present Second.

LifePath Natural Selling Sales Approach Framework

Please print the following Framework and to two things;

1. Have it with you at all times for guidance
2. Remember it!

The types of questions you just learned are a blueprint within this blueprint. Have both this Framework and the types of questions to ask embedded in your mind so that you can bring it up like a projector projects an image on a screen.

It will always serve you by helping you server others.

LifePath Natural Selling Sales Approach Framework

The Backbone of a LifePath Sale

1. Connecting Stage (Connecting with your Lead Source)	2. Discovering Stage	3. Transitioning Stage	4. Presenting Stage (Sales Aids)	5. Committing Stage
Leads from: - Adverts - Website - Purchased	<u>Dialogue Framework</u> 7 Types of Questions 1. BQ. Background 2. NAQ. Needs Awareness 3. NDQ. Needs Development 4. PRQ. Personal Responsibility 5. SQ. Solution 6. CQ. Consequence 7. QQ. Qualifying <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> Discovery Summary And Agreement </div>		Website 3 Way Call TeleConf. Bus Call Meet/Talk with a Team Member Attend a TeleConf Training CD DVD Brochure Buy/test Product Other <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> Follow Up & Intermediate Commitments </div>	
L I S T E N				

Overview Of The LifePath Natural Selling Framework

1. **Connecting Stage.** How to take an immediate leadership position and create instant rapport by putting the immediate attention and focus on them.
2. **Discovering Stage.** With the Connecting Stage, this is THE most important stage. This is where you uncover the difference between what a person presently has and what they want. You allow them to talk about it, and together determine their level of desire to do something about it. You create a “neutral space” in which you can freely discuss what is important to them.

The Discovery Summary And Agreement.

Here you summarize the important points of the dialogue and obtain agreement that it's accurate. You get confirmation that they want to change before going to the Transitioning Stage and presenting your solution.

3. **Transitioning Stage.** This stage “opens the door” for you to present your solution if you think it's appropriate to do so.
4. **Presenting Stage.** Here you choose one of your sales aids to present how your solution will satisfy the difference between what they have and what they want. If they need more information after they have reviewed it, you have the option of using another sales aid. This helps them come to a final conclusion.

Follow Up And Intermediate Commitments

This is an action step or a series of action steps that you mutually agree on always with the intention of leading to a final commitment to do or not do something

5. **Committing Stage.** Committing them and yourself to taking the final step to become a Rep and/or a customer.

1. CONNECTING STAGE

Remember. You are returning their call. The reason you're calling is that they asked you to.

This first stage will help you set the foundation to explore to whether you can be of help, keeping your two objectives in mind which are, 1) to find out and talk about what's missing and 2) their level of desire to change their present circumstances.

5 Step Approach to Returning Their Call.

1. State who you are, the name of your company and who you want to talk with.
2. Remind them why you're calling, by referencing the fact that they ASKED you to!
3. Establish that it's good time to call. If not arrange another time.
4. Thank them... state the purpose of your call which is to initially find out about them and whether your solution might be a fit.
5. Ask a question

Here's an example.

1. *Hi! This is [Your Name] calling from LifePath Unlimited. Could I speak with [Their Name] please?*
2. *Hello [Their Name]... I'm an independent Associate with a company called LifePath Unlimited and you recently responded to my website/advertisement asking for help to create an income opportunity for your self through starting your own business... and I'm returning your call...*
3. *.... 'This a good time for you to talk for a few minutes?*
4. *Thank you! Well, [Their Name]... what I'd like to do is make the purpose of this call to ask you a few questions to talk about you and what you're looking for, and whether LifePath might be a fit for you, and if it is... steer you toward getting you getting the correct information...*
5. **For example...** *What was it about my website/advertisement that attracted your attention? [LISTEN, note the answers and follow this with] Was there anything else that attracted you?*

Note. By asking that question you're now in the Discovering Stage of the LifePath Natural Selling Framework. The answers you get will give you an indication of what they want and possibly why they want it.

Listen carefully to the response because you can "develop" the answer and start immediately drilling down deeper by asking more questions. Be relaxed, centered and in control of yourself and let it flow. You're now on your way along this mutual journey of discovery.

For example, someone could reply like this;

Well, I notice that it's possible to do this part time and that it appears the income can be quite high and I'm looking for something like this.

You have 3 points of discussion (I underlined them) that you can develop. For example;

1. When you say part time what does part time mean to you?
2. You mentioned that the income can be quite high, let me ask you, what kind of income would you like to make, say... by the end of the year?
3. When you say that you're looking for something like this, I'm curious, what have you looked at so far?

If it's appropriate, you can then further develop the answers to these questions. Before long you'll soon discover that some of the questions to which you're listening for the answers that are in the **Discovering Stage Questions Guideline**, will be answered.

Again as an example, if you take the last question above, and assuming they had looked at something, here are a string of further questions that could be asked depending on the answers...

How did that work out? (CQ)

How long have you been looking? (BQ)

Can I ask, do you know what you're looking for? (NAQ)

How will you know when you have found it? (NDQ)

What criteria are you using to determine whether it's the right opportunity for you?(SQ)

Listening And Responding To The Answers

Throughout the dialogue, and where it's relevant, LISTEN and RESPOND to their answers by asking more questions based on the answers they give you to their previous questions. This does 3 things;

1. It's the most powerful way you can demonstrate you are listening.
2. It will build immediate rapport without having to get into conventional selling small talk
3. It will enable you to start discovering very early the Principle of "Listening to what is being meant as well as what is being said"

STOP Here...

Before going any further, print, study and learn the **5 Step Approach to Returning Their Call**.. Use it word for word so that you don't even have to think about it. This a proven and effective way to set the foundation to allow you to flow into asking discovery questions.

What If They Ask "What's this all about?"

Answer them! Use their question as an opportunity to paint a brief picture of not only what you and the company do, but how it helps people. The key is to keep it short so that you're not forced to go into a lot of detail. The details will be given by your associates later in the Presenting Stage using one of the sales aids.

However, if it looks as if you've put yourself in a corner and you're in danger of telling and going into a lengthy presentation, here is how you short circuit it.

In the Connecting Stage, One of the reasons you use the words; *"What I'd like to do is make the purpose of the call..."* is that it enables you to keep the dialogue on track. Refer back to it by saying something like; *"Before I go too deep into what we are about, if you remember I mentioned at the beginning that I would like to make the purpose of this call to focus on you and what you're looking for and see if there is a fit... if you'll permit me to do that then it gives me the opportunity to steer you in the right direction to get the correct answers for you..."* and then ask a question.

Note: Answering questions about the company or talking about your solution too early, will likely create resistance and/or set you down a path that is difficult to come back from unless you've covered a good deal of the Discovering Stage Questions. This is because their final decision will rarely be based on factual information about the solution, not on their personal discomfort of where they are and their desire to change.

Your solution has to have personal meaning to your Potential Partner/Customer. It will be based on what it will do for them and how they feel about you and in most cases it has to be discussed.

Simply use one of these responses using a customized version of what is called your 15 second commercial;

*We're a company based in Scottsdale, AZ selling a range of high end personal and professional success training products and programs... meaning that you earn high commissions of \$1,000 To \$9,000.
Is that something you're looking for?
~~~~~*

*What we do is offer people a suite of the most up to date personal and professional development home study and seminar courses to people who are looking for the mental and practical skills they need to break free of being stuck where they are so that they can start taking care of themselves and their families once again...  
Is that something that is of interest to you?  
~~~~~*

*You know how a lot of people are struggling in their personal & professional lives?
What we do is offer products & seminars that focus on personal & professional development, which teach people the skills they need to get whatever they want out of life.
Would that be something of interest to you?
~~~~~*

*You know how a lot of people nowadays are struggling in their personal and professional lives what with all the changes rapidly going on in the world...  
Well, what we do is offer people the most up to date, personal and professional development home study and live seminar training, which teach people the mental and practical skills they must have to succeed and get what they are looking for out of life...*

*Is this the kind of business you're looking for?*

~~~~~

When they say yes that sounds interesting, you continue with your discovery questions.

If they press for more information simply respond by saying;

Well, as I said at the beginning of our conversation Mary, rather than get into any depth of what we have to offer as there will be plenty of opportunity for you to find out more about that, the purpose of my call is to really spend the time talking about you and whether there is a fit first between what you're looking for and what the company can offer... does that make sense? Don't wait for an answer, continue with your questions? ...for example I was going to ask you...

If they ask what personal and professional development is, draw a quick picture for them by asking if they have heard of people like Tony Robbins etc.

2. DISCOVERING STAGE

Next to the Connecting Stage, this is THE most important stage of the Framework. This is where it's "sold", and by that I mean this is where people buy YOU, or more precisely, where they buy their perception that you understand them.

In this world where no one listens to anyone, you will be a rare commodity! So much so, that to some extent, it won't matter what your product is. What matters is their feeling toward you as a leader, someone you knows what they want and how to get, someone they feel they can trust and a person who will help them get what they want.

Look over the "types" of questions that are in Discovering Stage Guideline below in the **left hand column.**

Note: These are the questions for which you are seeking an answer. Listen and you'll sometimes hear them without you asking.

While you can use the questions in the left hand column, in the **right hand column** you'll find a flow of more interesting questions you can use in your dialogue to help you and your potential partners discover the answers. Use ones that are appropriate for you and for each situation. Remember that each dialogue is unique. No one size fits all. This is not a script as in conventional selling where everyone is treated as though they are the same.

Modify the questions if you like to fit your style and personality; though do not alter the intent. Add your own as you gain more experience.

It's important to understand;

1. You don't have to use them in sequential order
2. You don't have to use them all.

Conversation moves laterally so use what questions feel appropriate to you.

The Discovering Stage is also where you achieve your two objectives;

1. Discover what is missing
2. Their level of desire to change their present circumstances.

Look closely at the following Discovering Stage Questions Guideline. Copy, paste and print it onto another document. Have it beside you when you are making your calls.

Remember, it's a guideline. Pick and choose what questions work for you.

Discovering Stage Questions Guideline

1. Background Questions - (BQ)	
What I'm Listening For; (Their present situation)	Powerful Sample Questions To Help Me Find Out
<p><u>What they have now?</u></p> <p>Use FORMS</p> <ul style="list-style-type: none"> • <u>F</u>amily • <u>O</u>ccupation • <u>R</u>ecreation • <u>M</u>oney • <u>S</u>piritual/Community 	<ul style="list-style-type: none"> • <u>Are you presently working?</u> • <u>What kind of work do you do?</u> • <u>How long have you been doing that?</u> • <u>What drew you into this kind of work?</u> • <u>What were you doing before that?</u> • If you could start all over again, would you take the same path or do something different? • How long have you been unemployed? • Do you travel to work? • How long does that take? • Do you have a family? <p>• Plus - Background to other information</p> <ul style="list-style-type: none"> • <i>Have you spoken with any other companies yet or is this the first?</i> • <i>You have. What kind?</i> • <i>Have any of them interested you?</i> • <i>What was it about them that interested you)</i> <ul style="list-style-type: none"> • <i>What kind of business would you like to get into?</i> • <i>What Interests you more... the products, business or both?</i> • <i>What's your criteria for having your own business?</i> • <i>What does a home based business look like to you?</i> • <i>Anything else you're looking for?</i> • <i>Why is that?</i> <ul style="list-style-type: none"> • <i>Have you had any past experience running your own business?</i> • <i>Tell me about it.</i> <ul style="list-style-type: none"> • <i>What do you know about the personal and professional success development field?</i> • <i>Is that of interest to you?</i> <ul style="list-style-type: none"> • <i>Are you looking to do this part time or full time?</i> • <i>What does "part time" mean to you?</i>

2/3. Needs Awareness (NA) & Needs Development Questions (NDQ)	
What I'm Listening For; (Logical and Personal Needs)	Powerful Sample Questions To Help Me Find Out
<p>Logical Needs</p> <ul style="list-style-type: none"> • <u>What they want?</u> • What they don't want? <p>Personal Needs</p> <ul style="list-style-type: none"> • <u>Why they want it?</u> • Why don't they want it? 	<p>*<u>Do you enjoy your present work?</u></p> <p>*<u>Do you like where you live?</u></p> <p>*<u>Do you like commuting?</u></p> <p>*If answer is "Yes"</p> <ul style="list-style-type: none"> • What do you enjoy/like about it? • Why is that? • What else do you enjoy about it? • Which of those things is important to you? • Why is that? • (Tell me more... tell me more...) • Is what you're doing right now fulfilling your dreams or allowing you to achieve your goals? • <u>Is there anything you would change if you could?</u> • What else would you change about...? • Why is that...? • (Why) is that important to you? • How does that affect you? • So imagining in your mind's eye that you had that... how does that feel right now? <p>**If answer is "No"</p> <ul style="list-style-type: none"> • What is it you don't like? • Why is that? • What else is there that you don't like...? • Why don't you like that? • <u>What would you change if you could?</u> • What else would you change about...? • Why would you change...? • (Why) is that important to you? • What would that mean to you? • How important is it to you to make a change to get what you want? • So imagining in your mind's eye that you had that... how does that feel right now? • What would see making a big difference in your life if you could do or have anything?

4. Personal Responsibility - (PRQ)	
What I'm Listening For; (Problems or Obstacles)	Powerful Sample Questions To Help Me Find Out
Problem or Obstacles <ul style="list-style-type: none"> • Why aren't they getting what they want? • How do they feel about that? 	<ul style="list-style-type: none"> • <u>So what's stopping you from doing or achieving that?</u> • <u>So what are you doing that is preventing you from getting what you want?</u> • How come you aren't getting what you want? • How do you feel about that?
5. Solution Questions - (SQ)	
What I'm Listening For; (What Have They Done?)	Powerful Sample Questions To Help Me Find Out
What Have They Done About It? <ul style="list-style-type: none"> • <u>What have they done about getting what they want?</u> • What are they doing about getting what they want? • What would they do if they could get what they want? 	<ul style="list-style-type: none"> • <u>Have you ever done anything about changing your present circumstances?</u> • <u>How did it work out? (What worked/didn't work?)</u> • What would you do about it if you could? • What do you see as the answer to your problem? • Have you looked at anything else that would give you what you're seeking? • What would you rather be doing? • Have you thought about what are you going to do about it? • <u>What would you do if you could do anything?</u> • If your life depended on taking action, what would you do? • Let me ask you - if you could do anything else other than what you're doing, and money and failure was not an option – what would that be? • If you could start all over again and nothing was in your way - would you do the same thing or something different? • Suppose you could..., what would that mean to you? • <u>How would that change things?</u> • If you could do that, what would that enable you to do? • If you found "it" - what would it mean to you? • How would you feel about that? • So, how do you prevent yourself from getting what you want? Can you give me an example? • What have you been doing so far to find a

	<ul style="list-style-type: none"> business of your own? What did you look at?
6. Consequence Questions - (CQ)	
What I'm Listening For; (Consequences)	Powerful Sample Questions To Help Me Find Out
<ul style="list-style-type: none"> <u>How will they feel if they don't get what they want?</u> How will they feel if they <u>do</u> get what they want? 	<p><u>How does it feel now when you imagine you won't get what you want?</u></p> <ul style="list-style-type: none"> What if you don't do anything and nothing changes - what might happen? Would that concern you if...? What will you do if you cannot...? What if your new idea doesn't get you what you're looking for? <u>Does that worry/concern you?</u> <p><u>How does it feel to imagine you will get what you want?</u></p>
7. Qualifying Questions – (QQ)	
What I'm Listening For; (Level of Desire)	Powerful Sample Questions To Help Me Find Out
<ul style="list-style-type: none"> <u>Are they prepared now to make a change to get what they want?</u> 	<p>Ongoing Qualifying Questions</p> <ul style="list-style-type: none"> Can you see yourself making a change to get what you want? Is this what you're looking for? Does this make sense? <p>Income Qualifier</p> <ul style="list-style-type: none"> <u>Have you thought about how much would you like to make each year?</u> If there were no limits on you as to what you could make, what would that be? How would you feel if you were making a much larger income? How do you see your life being different if you had this kind of income? Not having this kind of income... what has it prevented you from doing? Have you ever made that kind of income before? You have! Tell me more about that You haven't! Do you know what it will take to make what you want?

	<ul style="list-style-type: none"> • Are you prepared to do that? <p>Main Qualifying Questions:</p> <ul style="list-style-type: none"> • How important is it for you to be able to (work together at home)? • Is it important enough for you to do that as soon as you can? • You said you were unhappy about your current job because of the (repeat the negatives)... If you could change all of that and do something different, would you do it? <p>What if there was a way...</p> <ul style="list-style-type: none"> • ...you could replace your present job over the next 1-4 years, what would that mean to you? • ...you could get rid of all the things you don't like, such as (repeat the negatives)... And receive all the things you DO want, such as (repeat logical & emotional dreams), are you prepared now to change to get what you want? • ...you had an opportunity to do just that - Would you do whatever it takes to do the things you want? • ...you could find something that has the same level of fulfillment and yet gave you the money you wanted, would it be appealing to you? • On a scale of 1 -10, 10 being "absolutely you would"... what would you rate your desire to change your present circumstances... no matter whether you did something with us or with someone else?
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As well as the important basic questions in the Guideline, here are some more. Remember you don't have to use them all!

- *Have you spoken with any other companies yet or is this the first?*
- *You have. What kind?*
- *Have any of them interested you?*
- *What was it about them that interested you?*
- *What kind of business would you like to get into?*
What's your criteria for having your own business?
- *What does a home based business look like to you?*
- *Anything else you're looking for?*
- *Have you had any past experience running your own business?*
- *Tell me about it.*

- *What do you know about organic skin care and the environment?*

- *Is that of interest to you?*
- *Are you looking to do this part time or full time?*
- *What does "part time" mean to you?*
- *Have you thought about how much would you like to make each year?*
- *If there were no limits on you as to what you could make, what would that be?*
- *How would you feel if you were making a much larger income?*
- *How do you see your life being different if you had this kind of income?*
- *Not having this kind of income... what has it prevented you from doing?*
- *Have you ever made that kind of income before?*
- *You have! Tell me more about that*
- *You haven't! Do you know what it will take to make what you want?*
- *Does this appear to be something you would like to do and know more about?*

Once you're satisfied your first two objectives have been met...

You then move on to your 2nd objective which is to offer the opportunity to change their present circumstances which is done in the Transitioning Stage

3. TRANSITIONING STAGE

Again note that you are now transitioning from where the focus of the dialogue has been mostly on them while talking on neutral ground to where it's now going to be on you and what your solution can potential do for them.

A way you can say this is as follows;

So [NAME] based on what you told me it appears that LifePath could be a good match for you,... however, I think you'll agree that you're the one who knows whether this will be good for you or not... so what I'd like to suggest is, that as a next step you ...[Suggest an appropriate next step from your Sales Aids such as the guiding them to the Business Overview call].

This will allow you to get more information about LifePath, who we are, what we do, the products, how you market yourself, the business and the compensation model we use and so on...

...And after that we can talk some more about what you learned and heard... and I can answer any questions you might have... and we can then decide on the next step as to what you need to make a decision as to whether this is for you or not...

...Does that sound/look/feel like a sensible approach to you?"

When they say "Yes" this is when you use one of the sales aids in the Presenting Stage of the LifePath Natural Selling Framework.

By and large you are going to allow Associates and the "system" to do this for you through the many sales aids that are provided. Remember to keep it simple and at the same time personalize the presentation as much as you can to what is going to help them make a decision.

4/5. PRESENTING/COMMITTING STAGE

Let's say you decide to steer them toward a special Business Overview Q&A conference call. It's important to explain what is going to happen. You might be familiar with telephone conferencing, however, many are not and it's important for them to get a picture of what is going to happen and be comfortable with it.

You might say;

Have you been on a teleconference call before? OK... allow me to give you a picture of what to expect. Someone will be there to greet you...

*There will be quite a number of people on it and it usually lasts about 20 minutes. Something that you will be asked to do is press *6 on your phone so that it mutes out the background noise. You can then press *6 at any time to speak if you want to.*

During the call, I'm going to encourage you to bring paper and pencil and jot down everything, especially any questions you might have that we can talk about later.

Some people like to ask questions and some like to listen, and if you want to ask questions the lines are opened for you later on to do that. Does that make sense?

So let me see...I have a call today at _____pm, can you join that?

(NO - OK so there is another one at... can you join that call?)

OK... do you have a pencil and paper to write down this number?"

Tel		#
Conf.	Code	#
Guest PIN # _____		

Recorded Calls 24/7

Tel #

While you have your pen, here is my number to call me as soon as you have finished listening to the overview [Your Number]. OK? Got that? Would you like to read it back to me?

So again, here is what I would like you to do...

- 1. Attend the call as you agreed*
- 2. Write down any notes and questions you might have... and after the call I would like to hear your feedback.*
- 3. Then we can determine together what next step to take, and... demonstrate to you the level of support you would get to help you make your business a success.*

Does that make sense?

So... I'll give you a call by (Date and time] or you can call me immediately after you have heard the business overview... and if by chance you get my voice mail, I might be on another line, so please leave a message and I'll get back to you as quickly as I can.

No matter what your decision, I would appreciate you calling me and letting me know. I think you'll understand as a professional that it's important not to leave things hanging out there and to bring closure either way.

Would you do that for us?

Thank you. I look forward to hearing from you and helping you take the next step if you decide to do so.

Note

By taking this leadership attitude what you will find is that you will appeal to, help strengthen or start the process of your Potential Partner/Customer taking personal responsibility for their actions. Even if they don't want to continue the process, they will;

1. Call you back many times because of the relationship you have created (you don't let friends down)
2. Because they feel safe (You haven't used any conventional closing or objection handling techniques on them)
3. Because they have committed to themselves to do so.

FOLLOWING UP

As you can imagine, the follow up is as important as the Discovery Stage.

If you have done the first part correctly you'll find that many times your potential partners will call YOU back - even if the LifePath solution is not for them. Why? As previously mentioned, it's because you laid the foundation of trust in your first Discovering Stage of your dialogue.

Call back when you said you would. If you can't make it then get a message to them and set another date and time. It's good business, polite and courteous. Remember good manners never go out of fashion and it demonstrates who you are more than any technique will do.

Never begin a call by asking things like; Did you make the call? Did you get to see the website? Always give them the benefit of the doubt
Here is how you can begin;

Hi this [NAME]...Now that you've listened to the business overview call (or whatever sales aid you steered them to) how did the call go for you? Did you get a good profile of what the company is and how it can help you to achieve what you're looking for such as... [REMIND THEM OF ONE OR TWO IMPORTANT THINGS AS TO WHY THEY ARE LOOKING TO INCREASE THEIR INCOME]

Has it given you enough information to make a decision to move forward and be a part of our community or do you need some more help?

When they say yes then say,

Thank you... I'm pleased to welcome you aboard. Along with my associates I will be taking care of you to make sure you're set up and correctly and train you in the use of the marketing tools to get your leads. If you need it, we will also guide you as to how to connect and talk with people so that you can be effective in getting your business underway and making it profitable for both you and your future partners.

At what point do you want to start... the Discovery that will include the Awakening, Breakthrough or the complete program Destiny?

If they say they are not sure about joining LifePath Unlimited, then say....

So as to help me help you, can you let me know what you're not sure about so that we can determine together where to steer you so that you can make a decision that is right for you?

Don't make suggestions as to what they can do at this point. Don't make assumptions that you know what they are not sure about. This is also not a time to go all 'salesy' on them and start using conventional closing or objection handling tricks and techniques. You will be out of integrity if you do and you will certainly turn them away.

Simply find out what they are not sure about and allow them to TALK about it... adult to adult. Keep the space in which you are both in – NEUTRAL.

What if they say no?

This is an opportunity for you to find out why. You might find out that they misunderstood something, or perhaps the present limitations of their mind prevent them from seeing how they can be involved in a business that deals with the potential of a large income. Or it might be that the products are just not for them. It could be for a number of reasons.

Remember, we are here to help people grow as well as grow our bank accounts and ourselves! So find out and talk with them.

If nothing else, you might find out something that will help you to modify your initial dialogue and help you be better at communicating. Consider yourself as a continual work in progress and getting feedback from people can be invaluable for your own personal growth.

When you do reconnect remember you are just continuing the previous dialogue.

How to Respond to Questions and Address Concerns

3 rules of thumb!

1. What people first ask or say is very rarely what they are asking or saying.
2. Don't treat what they are asking or saying as an objection to be overcome. Otherwise you will enter into an argument you will very rarely win. Instead, find out what is behind the question or remark.
3. Make sure you understand a question or comment before answering it. Otherwise how do you know that you're replying to what they are meaning or saying? If you're not sure – ask:

There tends to be two types of questions or concerns, and they can come before or after you have made a presentation;

1. Your potential partner genuinely wants to know more about your solutions and will be serious about their questions
2. Your potential partner has a belief that there is something wrong with your business or your products and is challenging you.

This first one is easy. As long as you understand the questions - you answer them.

The second one, where someone might make a negative remark takes a little more work – or does it?

It's All In The Mind

If you do get a negative remark you can decide whether you want to let it affect you or not. You can choose whether you allow people's responses (good or bad) determine your feelings or thoughts, or whether you determine them yourself.

It's the choice between being a victim or a victor.

Think about this;

1. Stop thinking you might get negative remarks.

What you think reflects what you will say. You will attract most negative remarks through your own vibration and words you use without knowing it. So prepare for them in case they might come and then remove it from your mind. Prepare for everything and expect nothing. (If you do get some difficult remarks there are some great ways below to respond to them and have some fun).

2. It's not about network marketing!

It's about being an Independent Associate and having your own business. What's the difference between your business and any other business? Nothing! Except in your business you have a number of benefits that no other business can give you.

Bottom line is who cares what others say? You have made a decision to make a difference for yourself through helping others. That's more than a lot of people, so politely ignore any potential detractors and move forward. This is real personal growth!

Start Correctly and the Rest is Easy

Make sure you speak with people correctly as you've learned to do. People don't react negatively to people they respect, and the LifePath Natural Selling Approach will definitely earn you that respect

Preparing for and Addressing Negative Responses

Below you will find a variety of remarks or questions and how you can respond. It's a great exercise to sharpen your dialogue skills. Your curve of confidence and personal growth will go up like a hockey stick once you master this.

The key is not to defend your position and respect theirs. They are entitled to whatever they want to believe

Find out what they mean, or what is behind their remark. You'll find most times there is nothing. It's imagined or something they have heard. Sometimes they might have been hurt. If they have there is always a reason. Find out, offer something different and many times they will give it another go.

You'll find most people will rethink their beliefs or remarks as they answer your questions!

A 4 STEP MENTAL AND PRACTICAL FORMULA

1. EXPLORE what's behind the remark and where it came from. Remember; you don't know what people are thinking or meaning. The only way to know is to find out.
2. LISTEN with the intent to truly understand where they are coming from!
3. ASK them to expand on as many of their points as possible!
4. **Sow a seed of reflection** by asking;
What if it wasn't what you thought it was, and what if was something that could make a difference in your life and you passed it by? How would you feel about that?

Most people will start doubting what they thought was originally true and maybe even apologize.

Adapt your responses to the remarks below to the particular situation and blend them when you can. There is no one right answer!

Is this MLM/Network Marketing?

Yes and no. It's direct sales with a network marketing element to it. Have you heard about this before? Do you know anything about it?

Note: It doesn't matter what their response is. Respect it and talk about it.

Yes I got involved in another organization – never again!

Really? What happened? (Let them tell you about it. What worked and what didn't and why they got involved in the first place. The initial reason most likely hasn't changed and if you can demonstrate you can support them in the areas that didn't work for them then you have the opportunity to help)

Only people at the top make money!

When you say, "Only people at the top make money"...

- *Can I ask - what do you mean by that?*
- *Are you talking about a traditional business or network marketing?*
- *I'm curious as to where you got that information from...! Could I introduce you to some people I work with who make more money than those above them?*
- *I'm sure some people do, just like a traditional company! Unlike a traditional company, I work with some who make more money than those above them! You can talk with some of them if you like?*

People I know never made any money!

- *Tell me... what happened that they didn't succeed?*
- *Yes! I know a few who haven't as well! Usually it was because they didn't bother learning and put some effort into or the company might not have been the right one for them. Could this be the reason they didn't do well?*
- *I'm curious. Did your friends have any experience or get any training?*
- *I'm curious! Could your friends have failed not so much because of the industry, but more because they didn't have the necessary skills?*

It's a pyramid scheme!

- *Can I ask you what you mean by a "pyramid scheme?" (Most people don't know!)*
- *Yes I've heard that too! I thought it was only the traditional companies that were structured as pyramids!*

I heard it's illegal!

- *Really! Where did you hear that?*
- *Really! If that's the case, do you think companies like Toyota, AT&T, Sprint, Colgate Palmolive, Avon..... who all use network marketing would be involved in illegal activities?*
- *Really! If it was illegal do you think LifePath Unlimited would be allowed to stay in business?*

I don't have a garage to store inventory!

- *Neither do I. I never touch inventory. All the products are sent directly to my customers by the company!*

I don't have any business experience!

- *I can appreciate that! Neither did I... I got what I needed through company training. Would you like to do the same thing?*

I don't like the idea of selling to my friends and family!

- *I can understand that! Though I'm curious... why would you think you had to sell to your friends and family?*

My friends and family will laugh at me!

- *I can appreciate that... mine did to, until they saw the money I'm making! (Remember! It's got to be fun as well!)*

I've never been in business before!

- *I can appreciate that... neither have I... I'm being given all the training I need by the company and my sponsors! Have you ever thought about being trained to run your own business?*

I don't have an office!

- *I can appreciate that... neither do I. Have you ever thought of running your own enterprise from your own home or without an office?*
- *I can appreciate that! Most people in this business run their business from their own home! Have you ever thought of running your own enterprise from your own home?*

Listen to their replies and ask them to tell you more.

You get the idea! Have fun with it!

Examples Of How To Approach People in Different Situations

Contents

Read This First

How To Describe What You do

How To Customise Your 15 Second Commercial For Any Situation

How To Prevent Yourself From Presenting Your Income Opportunity Before Discovering

How to talk with Friends and Acquaintances

How to talk with Business Associates

How to Talk with Strangers

How to Cold Call

How to Prepare for and Call Referrals

How to talk with Groups

How to Leave Voice Messages

INTRODUCTION

In this section you will see some useful and powerful examples of different ways to;
Connect with Potential Partners and start Dialogues.

How you start will depend on with whom you are talking. It will be different each time.

Once you've connected however, the discovering questions you ask and what you listen for are pretty much the same. You'll follow the same Approach and use the same "types" of questions for virtually all circumstances while modifying them to fit the person.

Let's start!

PLEASE READ THIS FIRST

Whether your LifePath Unlimited business is the key to;

1. Gaining some supplemental income
2. Replacing your present income from your job
3. Becoming independently wealthy...

...it's important you announce it.

You must put your business and how you help people front of mind when talking about what you do. If you don't, will anyone know what you are doing and are you likely to achieve your dreams and goals? Hardly likely!

If for example someone asks you what you do, and you describe your present job, and not your business, then what is going to get the attention... your job or your business.

It doesn't matter if your present work is presently paying the bills or satisfies your ego because of its prestige. The question is, will it get you what you ultimately want? If it will, that's fine. If it won't then put your LifePath Unlimited business front and centre.

Your future is determined by how you think, what you say and how you act in the present moment.

There are various ways of letting people know, both directly and indirectly. This is why this section starts with how to introduce yourself.

How To Describe You What You Do Your Personalized 15 Second Commercial

"So What do you do?"

One of the most common questions that someone will ask you when you first meet is what you do. One of the most powerful ways of attracting people to you, is not to tell them what you do, but let them know HOW what you do helps people.

A very useful communication tool that allows you to do this well as having a multitude of other uses is your attention grabbing 15 second commercial.

As an example; if you're focused on promoting and selling your Income opportunity... here is how you might reply to the above question.

"Well, You know how many people nowadays are concerned about their job security what with corporate downsizing and changes in government policy that's still going on, and the higher cost of living?"

Well what I do is help people create their own businesses and income opportunities, so that they can take care of themselves and their families once again"

Let me ask you... what do you do?

Or

Have you ever thought about doing something like this?

Can you see how your reply focuses on common challenges and problems that many people have, or can easily identify with? It also demonstrates your purpose which is to help other people solve these challenges. It ends with a question to start the Approach of exploring whether what you do might be of use to them or someone they know.

This attention grabbing response is comprised of 3 parts;

1. **Problem**
2. **Solution**
3. **Question.**

Here is how it works;

1. Problem

Start with the words – **"Do you know how"** and complete it with one, two or three commonly known problems that many people face, that your income opportunity will solve.

2. Solution

Demonstrate how what you do can solve the problem using the words **"Well what I do is"**.

The key is not to use clichés, industry language or sales language like, "We have the best" etc. Remember your first objective is not to sell something, it's simply to start a dialogue to find out if there is a problem that the other person is open to resolving.

3. Ask a Question

Most times, end your response by asking a question that will open a dialogue to start the Approach of uncovering or discovering whether they might have the same or similar problems that need solving!

Sometimes you might want to stay silent and say nothing.

Keep it low key. The power of your response comes from using simple every day language that everyone understands, without jumping out of the gate and hitting them with your solutions. We love what we do and can be so anxious to help and want to get the message out, that we think we have a hammer and every one else is a nail!

Exercise

Make a list of the sorts of problems that you think your Income Opportunity will solve and make up your own attention grabbing 15 Second Commercial. Read, rehearse and say it out loud until it just trips off your tongue!

As you gain experience you might have 3 or 4 different 15 second commercial for different situations. It's worth the time and effort to do this.

A Direct Response

Another way of responding is to be direct with something like;

I work with a company based in Scottsdale, AZ helping people start their own home based businesses selling a range of high end personal and professional success training products and programs... allowing them to earn high commissions of \$1,000 To \$8,000.

Have you ever thought of being involved with something like that?

The important thing is let people know you are in business otherwise how will you know if you can help them and how can you succeed?

How To Customize Your 15 Second Commercial For Any Situation

This powerful communications tool can be modified to fit all sorts of different situations.

You can;

1. Use it to explain what you do using compelling "What's in it for them" terms.
2. Turn it into a customized mini presentation after someone has given you some clues there is something missing and they might be open to change.
3. Use it to start a cold call

Here is how you could reply in each case;

1. Explaining What You do

See "How To Describe Your What You Do - Your Personalized 15 Second Commercial"

2. How To Reply After You Have Some Information

If you were talking with someone and they were telling you all about themselves, especially their challenges and eventually ask you what you do, here's how you can reply;

That's interesting you should ask...

***You know how** you were saying that you're having challenges with (and you outline their challenges) and they're preventing you from (outline what they told they really wanted)*

***Well what I do** is help people like yourself to start their own full or part time businesses so that they can eliminate what they don't want and get more of what they do want!*

Have you ever thought about doing something like that?

Again, end your 15 Second Commercial with a question. This puts the focus back on the other person and is a perfect and natural way to start talking about your solution.

3. Starting a Cold Call

See "How to Cold Call"

How To Prevent Yourself From Presenting Your Income Opportunity Too Early

Sometimes we think as Associates that just because we have the answers, or we are the experts, we have the answers and have to immediately respond to someone's question by answering it directly. The truth is, our solutions mean different things to people, and if we are to be effective in explaining them in a way that has meaning to the other person, we must ask questions first and present later.

The rule of thumb is not to present as the first step if someone asks you early in the conversation for more information.

Instead, turn it around. Find out why they asked, what interests them, what they are looking for and so on. Discover first. Present second.

In some situations you might be asked questions like the following ones, before you have had a chance to find out more about person;

*What is this about?
Tell me what you've got.
Give me the bottom line.
So tell me more about this?*

If you nervously react with a presentation based on what you think you should tell them, most people will shut down after a few seconds. The reason as you discovered is that, you don't know what they are actually asking or meaning. You learned in Part II people rarely ask or say what you think they are asking or saying!

You're also in danger of the other person setting the agenda, asking more questions and coming to an arbitrary decision that might not serve either of you.

Depending on the circumstances here are some ways of finding out what is behind the question and keeping the dialogue on track. If you think about it... how do you know what a person is really asking or meaning unless it's precise?

Most people will respond by opening up with more information that is specific and then you can either reply and/or ask Discovering Questions.

1. What is this about?

When you say "what is this about", could I ask you what you mean?

2. Give me the bottom line.

Allow me to ask you what you're looking for when you say "bottom line"?

3. Tell me what you've got.

What would you like to know?

4. So tell me more about this?

I'd love to. What is it you would like to know?

Or,

Sure, I'd love to. Before I do allow me to ask you some questions,

*So that I can explain it in way that might have some meaning for you...
For example, have you ever used had your own business before?*

Or,

Before I get into what I've got...Let me ask you a few questions to get an idea as to whether what you're looking for is going to be a fit for you and LifePath Unlimited. If it does, great... if it doesn't then maybe something else will work for you... for example... and you ask a question

Or,

Before I get into what I've got it might be helpful to both of us if I could understand a little more about you and what you're looking for...

For example, perhaps you could tell me more about the frustrations you're having at work at the moment and how they're affecting you?

5. Picking up on a previous conversation

Here is a powerful way of continuing a previous conversation that will keep you on track.

Before we go any further of I get into what I've got...

Could you give me your thoughts on what we spoke about previously?

By doing this, you maintain balance and stay in control of the Approach. To do this effectively you also have to be in control of yourself by being present and prepared.

You can see how starting or responding with questions like these, immediately puts the focus back on the other person and allows you to gather information to achieve your first objective.

Remember; Listen to and use their answers to formulate your next questions as you move into the Discovering Stage.

What To Do If Someone Insists You Tell Them

If someone repeatedly asks "*Just give me the bottom line*", open it up by declaring;

Well, I'd like to, and I think you'll agree the only way I can specifically do that is if you can tell me what you mean by "bottom line" and what you're looking for. So I'm asking you to help me out here by letting me know what you mean...

Then stay silent.

You are in charge so stay calm. You're the CEO and it's not you with a problem!

How To Talk With Friends And Acquaintances

Friends and acquaintances are a great source of people to explore with as to whether they have the types of problems your solutions can help them solve.

The chances are that they do if you reflect on past conversations with them. In the past you may have even sympathized and had a pity party! Now you don't have to do that.

Here are 5 things to consider before you call them;

1. Respect the relationship. What's more important...your friendship or your insistence that you want them as a business partner or to take your products. *Don't let your enthusiasm be an asset that gets in your way!*
2. No one said you have to talk about your business or products in the first conversation.
3. Stay on Purpose. The call is not about telling them about you. It's about them telling you about them! Your purpose is to see if your friends have challenges that they are prepared to do something about.
4. If you do not feel it's appropriate to talk about your solutions don't bring them up! Just re-connect. They will still be there next week or whenever.
5. Each dialogue is unique unto itself because people are unique... so vary your approach depending on the circumstance.

Planning Your Calls

Draw a list of the people you know. Take the names that you have and split them into Personality Types such as;

1. The entrepreneur
2. The Mom at home
3. The environmentalist
4. The talker

Create a separate page for each name. Think about and write down everything you can about their family, their hobbies, their sports, their jobs, their relationships, etc

Most importantly, write down all the problems you might have heard them talk about, especially their likes, dislikes, passions and so on that your Income Opportunity might be able to solve. Things like health problems, tight finances, being continually unhappy at work, etc., and how it's affecting them. Because these are the things you are going to affirm, or find out and talk about.

Review everything you know about them. You get the picture? Spend time on this.

Preparation! It's 90% preparation and 10% application!

When You Call

Here are some examples of a few different situations;

1. The Entrepreneur

Fast, quick on the feet, wants the big picture, must be an appealing business. Wants to conquer the world this week, the universe the next. Appeal to sense of excitement & innovation

Bill, you know how you like to look at opportunities when they come along, especially unique ones that are pretty ground floor?

Well, I might have found something that could be up your street.

Do you have some time to talk about it?

You would then continue asking some Discovering Stage questions such as...

What criteria do you use to assess a business opportunity...

2. The Mom At Home

Works steadily within parameters of family & kids. Wants independence & ability to work own hours. Kids come first, business second. Grabs opportunity to talk to other adults about other stuff than kids.

Mary... you know how you were saying you were getting frustrated with staying at home with the kids with nothing to do, and wanting to do something more for yourself during the day?

Well I've discovered something that might be just the ticket for you... something that will allow you to spend time with the kids while getting yourself out making a bit of extra income.

Want to get together and talk more about it?

3. The Personal Growth Follower

Passionate personal growth. Will want to know the products validity & will read about the products in detail. Honesty first - business second. Appeal to environmental values - what they can do to save the world.

Joan, you know how you're always involved with or talking about helping to change the world and personal growth?

Well I think I've found something that will help people and create a socially ethical business for you.

Want to get together & talk about it?

4. The Talker

Can talk under water. May need to learn to listen. People come first. Business second. Has large circle of friends & networks easily. Give them opportunities to lead meetings. Teach them how to listen later.

Joe, you know how you're a great people person and like to get out there and meet people?

Well, I might have found a great talking point for you concerning the changing world and the people in it and an opportunity to create some wealth for yourself as well.

Would you like to chat sometime?

Here are some more examples of different situations;

If you haven't spoken for a long while;

Hi Carol, this is Michael.... It's been quite a while since we last spoke and you crossed my mind the other day and I thought I would give you a call to catch up and see how you, Jeff and the kids are..... Is this a good time to talk?

You can then go on to play catch up and get some history of where your friends are in their lives at the moment. If they ask you what you're doing, use your 15 Second Commercial!

Calling Someone With Present Challenges

Explore and expand on the challenges they might have mentioned in the past. Now you are in a position to not only empathize, but also to possibly help. Open up with;

I was thinking about that challenge you were talking about the other day, and I was wondering how that was going...

You know you've been concerned about that health problem you've had for some while and I might have found something for you... but before I get into that.... tell me more about it so I will have a better idea as to whether it might be the right thing. For example... and ask a question....

You know how you were talking about the lack of job security at work the other day? Well, I might have found something that could be the answer for you! But first let me ask you, how serious is that layoff possibility....?

Using Discovering Questions talk about their work, relationships, health and so on, and how the challenges in those areas are affecting them and perhaps their family. Do you think that this is a familiar situation for a lot of people?

How To Talk With Business Associates

Some business people and certain personality styles are generally best approached in a more direct way. Put on the table the WHY you're calling, in a business like manner. Most will respect you for that.

State up front with a benefit loaded statement giving the reason you're calling. Whenever you can, personalize the call... just as you did with your friends. Find a need or problem or something that might interest them and ask questions around that need or interest.

For example, here are some Connecting Stage Openers and Questions;

Hi Kathy... I'm calling you because I was thinking about what you said you were looking for the other week, and I've come across something that might be of interest to you. Would this be a good time to talk?

Hi Mary, you know how you were saying you were concerned about... well I might have discovered something that could work for you

Joe, you're always looking for opportunities aren't you? Have you ever thought about being able to do something in addition to what you're doing now to create a different stream of income?

If they ask what it is about, you can reply with a customized version of your 15 Second Commercial... followed by having a discussion based on asking Discovering Stage Questions that you can draw from.

How To Talk With Strangers

A stranger is a friend you haven't met yet.

One of the most fertile grounds to find leads, and to practice your communication skills is in your everyday interaction with people. There are hundreds of places you can meet people.

How about the Supermarket or banks? Make it a habit of going when it's busiest. Get into longest line. Talk to the person behind you first. You have a longer time to spend with them!

Be creative. If the dialogue isn't going anywhere, excuse yourself mumbling something about having forgotten the sugar, get some sugar and join another line!

Do you use ATM machines to draw out money? If you do go to a teller instead. There's bound to be a line!

Go when it's busiest, such as at lunch time! The point is to get out there, there are millions of people waiting to tell you all about themselves!

How do you open up a dialogue? Use your imagination. How about the weather, a magazine article on the racks, a compliment on what they're wearing...!

Here is a simple way to turn strangers into a friends... ask questions you normally use in your everyday life. Questions such as;

How are you today?

How's your day been so far?

Are you from around here?

Do you work for a living?

What do you do for living?

Where do you live?

Do you play any sports?

Do you have a family?

These are all Background Questions to get you going. You then continue using all the other Discovering Stage Questions in Part III of this manual

And what if you only have a couple of minutes? So what? Use the time to practice your questioning and listening skills. It will boost your confidence and gain you more experience!

How To Start A Cold Call

Cold calling can be fun if you have the right attitude of mind as to how you approach it. If you start the call correctly you will always leave the person you're calling with a smile on their face!

Cold calling will probably get you the most "no's" of any other way of talking with people, though it's a good training ground, especially if you're looking for an inexpensive way to connect with people. It will allow you to hone your opening remarks and your questioning skills.

Let's first understand what a cold call is not! It's not calling;

1. A lead
2. A referral
3. Someone who answered an advertisement

Cold calling is calling someone;

1. You don't know
2. Where there was no invitation to do so

It's like opening up a telephone book and calling at random someone you've never spoken with before!

The keys are to

1. Create interest with your opening
2. Don't assume someone is going to say no

The 4 Steps to Cold Calling

1. Introduce yourself, LifePath Unlimited and make sure you have the right person.
2. Give your name, the company name (don't use time wasters such as "how are you today").
3. Give the reason you are calling, by using a benefit loaded customized version of your 15 Second Commercial;
4. End by asking a question.

Don't pause as you go through, just let it flow

Here is how it can look...

1. Hello... This is [_____] of LifePath Unlimited. Could I speak with Mr. Jones Please?

*2. Hi Mr. Jones, we've never met before, and as I said, my name is [_____] and I'm with a company called **LifePath Unlimited***

3. *And the reason I'm calling is that...*

Well... you know how many people nowadays are worried about their lack of job security what with the many pension plans that are in jeopardy and the lack of corporate credibility?

Well what I do is help people start up their own businesses so that they can get the security they want without being so dependent on their job so they can start taking care of themselves and their families once again.

4. *Does that strike a chord, or look like something you feel would be useful to you?*

If they say, "Yes!"

Continue asking Discovery Stage Questions, such as;

Perhaps you could tell me a little about yourself, and how this might help you?

You then continue asking Discovering Stage Questions.

If they say, "No!"

Thank them for their time.

I appreciate your time. Have a good day!

Ask them if they know of anyone else who might be looking for something like this!

Before I go, do you think this might be of interest to anyone that you know who might be struggling with issues like these?

If they refer someone to you, (or whenever you get a referral) see the section on **How to Talk with Referrals.**

How To Prepare For And Call Referrals

Referrals are very powerful leads. The key is to use a referral effectively

There are 3 steps involved;

1. Thank the person who gave it
2. ASK the person why he/she thinks her referral could benefit from your solution
3. Call your referral

The second part is most important. Get as much information as you can, remembering that while it's only their point of view, it will give you a reasonably accurate picture of what the referred person might be looking for, and several reference points to either start or expand on your dialogue when you call.

Here is a way you can do this...

Can I ask you why you think Louise might benefit from my program?

Can I ask you what has happened to Mary that you think my solution might be able to help her?

Get as much history as you can... makes sense doesn't it? So when you call you might say...

Hi Mary... I'm [_____] and Joan... a mutual friend of ours [name of friend] was talking about how you and she suggested I give you a call as I understand from her that you are having a challenge with [describe the challenge..] and she thought I might be able to help.

Is this a convenient time to talk?

If you're asked for more information you can use a version of your customized 15 Second Commercial to explain what how you do helps people. (This is explained in Part V)

How To Talk With Groups

Large Groups

If the size of the group is large and you cannot effectively interact then use questions and rhetorical questions, questions that have a built in problems and generic answers. Here is an example of how you could open a meeting.

How many of you here would like to either make some extra money to supplement their income or would like to replace their income and quit their job or even become independently wealthy?

Well what if with little start up cost you could start your own independent business that would provide that for you?

Well, what if you could have those provided for you, at little or no cost, and to be taken in your own time... would that possibly solve that concern for you?

OK! That's something I'd like to talk about tonight...

Obviously this a skill in itself and too big to explain in this manual

Medium Size Groups

If the size of the group is manageable, up to 500 people, think about acting as a facilitator and in true Socratic style. Ask questions to find out where they are collectively as well as individually using questions in the Discovering Stage.

Ask what they are presently doing or using and whether it's working for them or not, and so on. Discuss your solutions around the responses you are getting. It makes for a lively meeting and no one is going to complain your meetings are dull and all the same!

Small Groups

Here you can be more intimate... allowing the members in the group to interact with each other while you act as a facilitator ... guiding and asking questions as certain issues are spoken about.

Put aside all your products and brochures and flyers and flipcharts. You can use these later.

Open the meeting declaring why you are together. Ask them to share any challenges they have or have had with their health, skin, work, finances, etc. and follow the guideline in the Discovering Stage asking things like;

What they want and don't want
How it is affecting them,
What they are doing about it
Whether it worked or not.

You do this before exploring how your solutions might replace what is missing. You'll find that;

- Only matters of relevance and meaning to those present will be discussed
- Only products of interest need to be brought out.

A classic example of connecting with people and focusing on them by using people skills.

How To Leave Voice Messages

There are many thoughts about leaving messages on the phone and there is any no set answer as it depends on the circumstances.

Here are some guidelines.

Calling A Lead For The First Time.

Rule of thumb is, don't leave a voice mail message on the first call. If they call back they might catch you at a time that is inconvenient or you won't be prepared. Messages can get lost as well. It's also a matter of managing time.

Leave a message on the 2nd or 3rd call and keep it simple;

Hi! This is [Your Name] calling from LifePath Unlimited for [Their name]

[Their Name], I'm an independent Associate with a company called LifePath Unlimited and you responded recently to my website/advertisement asking for help on how to create your own income opportunity, and I'm getting back to you to see if I can assist you.

Please give me a call if this is important to you, or you can email me to let me know a convenient time to call you back. My email address is (say it slowly, spell it out if necessary and repeat it). I look forward to hearing from you.

Following Up A Previous Conversation

Always call when you say you will otherwise it's unprofessional and out of integrity. If you can't make it, call and leave a message if necessary.

Hi [Name] this is [Your Name] with LifePath Unlimited and I'm getting back to you at [Time and Date] as agreed. I'm sorry to have missed you. You have my number to call me back, though here it is again [Your number SLOWLY repeated once]. I will also give you another call in 2 hours to follow up.

Your Call Is Not Being Returned

First, don't let your imagination make up the reasons why they are not calling. You don't know and guessing can take up a lot of negative energetic real estate!

If after the second attempt you haven't heard back it's time to leave a final message without closing the door completely;

Hi [Name] this is [Your Name] with LifePath Unlimited...sorry to have missed you. I've left a couple of messages recently to follow up with you as promised about how you can help yourself move toward getting what you said you wanted, so I hope everything is well with you. I'll make this the last call and if this is important enough for you to get back to me, my number is [_____] (Give it once slowly).

Then remove this from your mind and move on to other opportunities.