

# “The Power of Dialogue”

## How to present by not presenting

### 5 Stages of a Dialogue

1. Connecting Stage
2. Revealing Stage
3. Transition Stage
4. Presenting Stage
5. Commitment Stage

### 1. Connecting Stage

(Focus on the other person. Suspend your own agenda of you wanting to make a sale and instead focus on whether there is a sale to be made in the first place!)

#### Sample Connecting Questions

1. Hi. Is \_\_\_\_\_ there? Yeah, this is **Your Name** from **Your State** calling you back.

You responded to an ad that I had on the internet at about starting your own business **earlier today**. You would have seen a short video clip of me where you left your contact information. I was getting back to you to see if I could help. Is this an appropriate time?

I sent you and email with my 30 page report. Have you received it?

2. Well I wanted to start out by asking you if you had found a business yet or if you were still looking for one?

3. Do you know what you are looking for?

4. So I was curious what was it about the website/add that attracted your attention?

### 2. Revelation Stage

There are 5 different types of questions.

#### 1. Background Questions

Help us find out who the person is. What is their background?

#### Sample Background Questions

1. So \_\_\_\_\_ what do you do for work, what do you do for a living?
2. How long have you been doing that type of work/business?
3. And what got you involved in that job/business?

#### 2. Problem Questions

Open the emotional door of the person. You and they find out what their problems are if any.

#### Sample Problem Questions

1. So \_\_\_\_\_ you have been an (plug in what they are, and how long they have been doing it) engineer for 15 years do you like your job?

If the answer is yes:

What do you like about it? Why is that?

Anything else you like about it?

So \_\_\_\_\_ to me it sounds like things are going pretty good for you, is there anything that you would change about what you are doing if you could?

Can I ask why you would change that? Why is that important to you?

If the answer is no:

- What don't you like about it?
- Why is that?
- Is there anything else you don't like about your job/business?
- Has it had an impact on you? In what way?

2. So \_\_\_\_\_ maybe you could tell me so I could see the rationale behind why you are doing this but besides (plug in what they said they want) wanting to make more money/more time with family, what's the main reason why you are looking for a business rather than finding a different type of job.

-If they are a business owner what's the main reason you are looking for another business rather than just concentrating on the one you have?

Why is that important to you?

### 3. Solution Questions

It involves your potential partner and their ideas. What have they done about getting what they want?

#### Sample Solution Questions

1. Well, it might be important if I asked you this but what have been doing about finding a business? Have you been out there looking for a business or what have you been doing about it?

If they say they have been looking

- So what have you been finding?
- Have you looked at anything else?
- How did it work out for you?
- What prevented you from having success? Or What prevented you from starting a business with them?
- How does your spouse/mom/dad/significant other feel about you starting a business? (If they must include them, have them watch the webinar and try to schedule the follow-up with the decision makers)

If they say they have not looked at anything:

- So what's prevented you from finding a business?

3. Well just to see if I can help you but besides (plug in what they have already told you they are looking for) making more money what exactly are you looking for in a business, I mean what would be the idea criteria of a business for you?

Anything else you are looking for in a business?

Why is that important to you?

4. What if you could do a business where you would work primarily from your home, you would mainly work on your computer and your telephone, now you wouldn't have employees like a traditional business has, but you would have other people assisting you in running the business. For example, if the business resonates with you, I will be the person who works directly with you on a one on one basis to make sure you are profitable quickly but I would not be your employer. Would that be of interest to you?

5. And what about money you had mentioned that you wanted to make more money, now I have never been in the type of industry you are in (if you have been in the same industry just leave that out) but as you know when you are working for a company sometimes you're limited on what they are going to pay you. Without that limits what would you want to make in a business that you owned? What would be your idea income on an annual basis?

Let's say they want to make 150,000 a year

So how close are you to making that now with what you are doing?

If you stayed at your job/business how many years would it take before you were making 150,000 every year?

Let's say we got your income to that point here, what would you do with that type of money coming in?

What would that mean for you?

So \_\_\_\_\_ how would your life be different, I mean how would your life be different than it is right now making that type of money?

- How would that make you feel?
- Or What would that do for you personally?
- In what way? or How do you mean?

#### 4. Consequence Questions

How will they feel if they don't get what they want?

##### Sample Consequence Question

1. I hate to ask you this but what are you going to do if nothing changes, I mean if you stay at your job/business the next 10, 15 or 20 years of your life?

#### 5. Qualifying Questions

Are they prepared now to make a change to get what they want?

##### Sample Qualifying Questions

1. So \_\_\_\_\_ how important is it to you to change your situation and start making more money/have more time with family (**plug in whatever they told you they want**)?

2. Is it something that you are looking for now or when would you like to find a business where you can (**plug in what they told you they wanted**) make more money/have more time with family?

3. So \_\_\_\_\_ if you could find a business that allows you to have more time with your family/more money (**plug in what they told you they wanted**) without (**all the things they told you they don't want**) do you still look for opportunities like that/are you open to opportunities like that?

### 3. The Transition Stage

Opens the door to presenting your solution, which is your business opportunity.

#### Sample Question

1. Well based on what you told me, our business might actually work for you and what I would like to do with your approval/permission is briefly go through some of the details with you?

### 4. The Presenting Stage

This is a Summary and Agreement. Demonstrates how the Specific Advantages and Benefits of your solution (business opportunity) will solve their Problem.

#### Sample Questions

1. You know how you said... (Repeat what is missing or what they really want) And (Repeat an important logical problem they are having) and because of this it's making you feel... (Repeat an important emotional problem) Well this is what I do.

Example:

Well \_\_\_\_\_, you know how you said

that you want to find a business where you can start having more time with your kids but also be able to get your income over six figures,

and

right now you are working as a chemical engineer, but like you said you are working sometimes more than 60 hrs a week

and because of that its making you feel,

I think you had mentioned quite a bit of stress.

Well this is what I do and this is how it would work for you and your family.

I have a business with a wholesale company called Lifepath Unlimited out of my home in \_\_\_\_\_ and I work my own hours. I probably work about 30 hours a week now and that's considered full time.

It's not like a lottery ticket, but if you are willing to follow the simple system we have set in place and do the work to make it successful, you can get your income to that multiple six figure (plug in what they told you they would like to make) mark that you are looking to make within the first year.

2. And what that means to you, is that you can do the same thing, you can (describe the advantages of the specific features of your business opportunity that will satisfy the logical side of their problem) Which will allow you to... (Describe the benefits of the same features that will satisfy the personal side of their problems)

Example:

And what that means to you \_\_\_\_\_ is that you can do the same thing. You can

work from home like I do,

you probably would start at a part time rate until you were making more money than your job/business and then you wouldn't have to keep doing that unless you wanted to, you know what I mean by that and the reason I told you that is we have a very simple step by step business that requires no telling or explaining that you have to do personally we have a system that does the majority of that work for you and as long as you follow the system, I would say that you will enjoy the same opportunities/blessings that it has given to us and

that's going to allow you to

1. have the quality time with your kids that you wanted  
(What is missing or what they really want)
2. but also be able to get your income up well over six figures  
(Plug in an important logical problem they are having)
3. so like you had said you can decrease your stress.  
(Plug in an important emotional problem)

**Ask a Qualifying Question:**

3. Does that feel/sound/look as though/like it might be what you are looking for in a business?

**Give a brief overview:**

Well just to give a brief overview, the company we work with is headquartered in Arizona and they have been in business 3 years and we are actually in the personal development industry, and what I mean by personal development is self-empowerment products that help people overcome their limiting beliefs that might be holding them back from having financial freedom in their lives.

Are you familiar with personal development? (If they say yes, find out more) In what way?

What I am going to suggest to you as your next step, is for you to attend a 25 minute live overview webinar that we have today.

Have you ever been on a webinar before?

If they say no:

It's an online meeting where you can watch a presentation on your computer. You will be connected to audio using your computer's microphone and speakers or you can call in and listen on your phone while you watch on your computer.

They say yes then move on.

Just to give you an overview on what will happen on the call, the host will go through step by step how the system works, they will cover how we advertise, which we do newspapers, magazines and the

internet, what our products are and you can see if you enjoy those type of products and how you make money doing the business. At the end of the call they will open the lines for a Q&A session.

Go to [www.lifepathpresents.com](http://www.lifepathpresents.com)

Let's see I have a webinar coming up at \_\_\_\_\_ and that call will last 25 minutes, are you okay with that one? (if they say no, then offer a different time, but make sure it is that day)

Are you in front of your computer?

If yes:

Walk them through the registration process.

If no:

Register them for the webinar [www.lifepathpresents.com](http://www.lifepathpresents.com) (You will need their First Name, Last Name and Email address). Verify they received the email with their registration information.

Or send them to the recorded webinar if none of the live times work -

<http://www.aboutlifepath.com>

When the call is over, I will call you to go through your questions to see whether this business might actually work for your situation. It typically takes about 10 minutes to go over your questions. Are you ok with that?

I will call you back at \_\_\_\_\_. Does that work for you?

If no:

Ok, what time would work for you?

Also, please write down my phone number so you can call me in case of an emergency that prevents you from attending the webinar so I can book you on another one.

My name is \_\_\_\_\_. My phone number is \_\_\_\_\_ (Office) or  
\_\_\_\_\_ (Cell)

Will you please read back that information so that I can confirm it is correct?

Okay we will be in touch after the call.