

Special Edition, Extract From...

Transcripts for
"Talking With Friends"

Role Plays

with Michael Oliver

"Talking With Friends" Is From The Series
"Power Up Your Dialogue"

www.NaturalSelling.com

email: info@NaturalSelling.com

502 N Division St.

Carson City, NV, 89703, USA

+1 775-886-0777 or 800-758-6989

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Special Edition Extract.

From The Desk Of Michael Oliver

Greetings!

Welcome to this special preview extract from the transcripts of the audio program "Talking With Friends" Role Plays.

This program is the first in a series titled "Power Up Your Dialogue". Each program in the series contains a number of role plays of dialogues in particular circumstances. This first one, as the title describes, cover situations where you are talking with people you already know. Subsequent programs will cover calling leads from a list and other situations.

The aim of the programs is to show you examples of how a dialogue works and progresses. By listening along to the role plays and reading the transcripts, you'll see and hear the principles of dialogue and the Natural Selling Conversation Framework being put into practice. You'll understand better how to do this yourself in your own dialogues.

To get the most from these programs you will need a basic understanding of the principles of "Natural Selling". Ideally, you will have read my book "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends" and have listened to my other audio programs.

The key to mastering dialogue and "Natural Selling" is to practice. These programs are designed to give you guidance and confidence so that you do put these principles into practice and accelerate your learning.

Best wishes and here's to your success.

Michael

INTRODUCTION

Before going into the actual transcript of the role play, here's a summary of what you'll get from using the process of dialogue and some suggestions as to how to get the most from the transcript.

5 reasons why adopting the practice of Dialogue is worth it:

1. Asking questions and developing the answers naturally prevents you from jumping in too soon with a solution. You engage your potential client in an in-depth dialogue with 3 objectives in mind.
2. You can help more people if they feel you understand their situation. And helping people is really what it's all about, isn't it? People don't buy your products, your company or even you. They buy your ability to understand them first. This is how you create value and trust in you and everything you represent.
3. The greater the problem, the less important the cost of solving it. Stop to think about this for a moment – the greater the problem, the greater the desire to find the money to pay for your solution.
4. The greater the problem, the greater their desire to change their present circumstances, and DO something about it. No more having to stay on top of your down line or customers, persuading them to attend meetings or to speak with potential clients or buy products. PLUS... no more high attrition.
5. It's effortless and tension free for you because they do the work and they are the ones who create their own internal tension based on feeling their own need and feeling to make a change!

How To Get The Most Out Of This Role Play

As you listen to the role plays you'll learn that Dialogue is a very special attractive way of talking with people... a way that gives people the time and space to internally process and PERSUADE THEMSELVES to make a change... without you having to use manipulation or persuasion.

So Trust the mechanics of the process... know that it works... and just let nature take it's course.

In effect allow people to come to their own logical and emotional conclusions about changing their present circumstances... conclusions that will stir them to action.

During these Dialogue's, pay close attention to the amount of information people willingly provide, and how listening to the answers to your previous questions provides the real key to the best questions to ask next.

I would strongly suggest that you take the time to listen to these role-plays again and again.

Even more importantly, put what you learn into Practice right now! Don't wait to be good... there is only one way to get good and that is to start, right now

Start in a simple low key way by using these ideas in your every day conversations with people you interact with.

Observe how differently they respond to you. You'll be pleasantly surprised at what you see, how you feel, and what you hear people say!

Do this in your business and in your life, and you'll have an Organization, Customers and friends who will stay with you for forever!

And finally I hope what you have learned here... and on the audio's you are about to experience, it will make 'Selling' more interesting, ...more magical, ...and infinitely more rewarding for you!

Remember, to visit my website... www.NaturalSelling.com often for further business and personal growth building resources available to you ... and regularly read my newsletters and tips to strengthen your skills.

Allow me to leave you with this parting thought...

"The majority of people will no longer accept being persuaded to buy. Your business has to show that you're in it for THEM... NOT you! And you have to LIVE and BREATHE that belief."

Thank you for listening, and thank you for helping to make a difference.

Friends CD #1 - Role Play

"What People Say is Only the Tip of The Iceberg"

This dialogue called "What People Say is Only the Tip of The Iceberg" is between a new independent Distributor who recently joined a network marketing Company and a close friend Jeri Lyn, a potential business partner.

Earlier, while reflecting on his life and where it was going, the new Distributor realized that he was not able to do many of the things he wanted, and he came to the conclusion that it was time to make some changes and as a result started his own business.

He decided to share those changes with Jeri Lyn to see if she might be having similar reflections about her life, and explore whether the direction he was taking might work for her.

Note particularly HOW he shares it! He doesn't do it through telling. Instead he does it by framing questions around what he wants to say.

This is one of the unique aspects of Natural Selling – you convey what you want to say, not necessarily by saying or telling it directly... which can make another person a relatively disinterested and passive receptor, or even create resistance... but instead... by asking questions that draws out what THEY know about your subject FIRST. Doing this respects and involves them actively in Dialogue.

A key distinction to be aware of as you study this Dialogue is the use of "How does that affect you?", "What do you mean by that?", and "If you could...?" types of questions.

Notice how the Dialogue progresses by asking questions based on Jeri Lyn's replies to each previous question, questions that draws out the finer, more subtle and deeper details about her past and present circumstances including, and most importantly, how she really feels about her present situation.

Now, let's now join the Dialogue...

Michael:

So, Jeri Lyn, you and I are just having a chat. I'm going to set it up. You just go with me. Remember you and I are very close and I can get through a lot of initial stuff. Okay, so, Jeri Lyn, I wonder if I could ask you a question. I've been reflecting recently on my life and making some decisions, some directional changes and so on, especially in my work area, and something I want to ask you. I know you have expressed your job has always been somewhat stressful, do you enjoy your work. I mean are you getting what you want out of your work?

Jeri Lyn:

I really do enjoy the light bulbs that come on for people and the satisfaction of seeing them make some changes in their life.

Michael:

So when you say the light bulbs that come on, what did you mean by that?

Jeri Lyn:

When people start seeing a picture of themselves and knowing what they need to do.

Michael:

So would you say, with regards to your counseling and so on, you get a satisfaction out of seeing people seeing what they have to do?

Jeri Lyn:

Right.

Michael:

Yeah. Do they do that? Do you find that they go out and do the things that come to them?

Jeri Lyn:

Well, they take steps at it. Some of them do it better than others.

Michael:

When you say some, is that a lot of people or -

Jeri Lyn:

I'd say probably at least 25 percent of them will do it.

Michael:

Yeah. Well what else do you like about it? Anything else?

Jeri Lyn:

Well, I like to know that I make a difference in people's lives.

Michael:

Yeah. Is that important to you?

Jeri Lyn:

Very important.

Michael:

Why is that?

Jeri Lyn:

It gives me meaning.

Michael:

When you say meaning, what do you mean by meaning?

Jeri Lyn:

Well, I get joy in helping people get to a higher level.

Michael:

What's that do for you, though, apart from meaning? How does that make you feel?

Jeri Lyn:

I can get pretty excited when that happens.

Michael:
So, what would you change about your job then?

Jeri Lyn:
The hours, the commute, stress and the income.

Michael:
When you say the hours, aren't you able to work your own hours? I always thought that was one of the joys of doing your counseling. It is your own business, right?

Jeri Lyn:
It is my own business but when I commit to a group for a particular weekend or a week series then I do it whether I'm feeling good or not.

Michael:
Oh I see. So, you are committed then in helping others, regardless of whether you are feeling good. Is it important that you feel good then about your work in order to get the best from your work? Is that what I'm hearing?

Jeri Lyn:
It is. It's very important.

Michael:
So, what else about the hours? Is it just that you are committed to feeling good at certain hours when it might or might not or is it because they are long hours?

Jeri Lyn:
Well actually there's two parts to the hours. One part is I can decide which days during the week I'm going to put my effort. And the other time, I can focus on my kids more or my home life.

Michael:
So, what you're saying is that you can decide which days so that you can also spend the time with your kids?

Jeri Lyn:
Correct.

Michael:
Yeah. Are you able to do that effectively? I mean does it work that you do have the time to spend with your kids?

Jeri Lyn:
Yes, for the most part, I'm happy with the hours. It's just there are three or four days a week that I'm going full speed and it wears me out. It takes me a couple days to recover.

Michael:
Is that affecting your family life then with your kids?

Jeri Lyn:
Yeah.

Michael:

So you are still working three or four days and you're spending another two days recovering, so basically you've got one day feeling relatively rested, is that right?

Jeri Lyn:

Correct.

Michael:

How is that affecting you when you are going through that?

Jeri Lyn:

Well it's wearing me out. I also am a pastor's wife and I've got church duties on the weekend.

Michael:

You've got quite a full plate then it looks. What about your commute? How long does that take you?

Jeri Lyn:

It's a two-hour drive.

Michael:

What, each way?

Jeri Lyn:

Each way - yes.

Michael:

I didn't realize you went so far. That's a really big chunk of hours in the day - four hours in the day. What do you do during the two hours?

Jeri Lyn:

Well, actually that's a special time for me because I don't have to answer the phone or focus on anybody else and I love to drive.

Michael:

So, you use it as down time for yourself then.

Jeri Lyn:

I listen to tapes. I sing. I pray. I let out feelings, whatever. It's a good time.

Michael:

If you could substitute the time for something else, would you prefer not to drive?

Jeri Lyn:

As long as I was making time for myself, away from responsibilities, yeah I would.

Michael:

Okay, so the time is good for you. You would still put aside that time in order to focus on yourself. Would you need to do as much as four hours a day if you -

Jeri Lyn:
No, no.

Michael:
Yeah.

Jeri Lyn:
You know, my back really gets tired from sitting in groups for - I do three different groups once I get up there, two hour groups and then I see individual clients and then I have to drive home when it's really late at night. So, I'm exhausting myself.

Michael:
So, how does the stress manifest itself? You talk about stress. It comes in a lot of different forms. How does that affect you?

Jeri Lyn:
Well, when you are sitting in a room full of people that there's a lot of energy being drained because of the fact that people are in a lot of pain and I have to be completely on my toes the whole time as a facilitator working with the dynamics of everybody in the room and part of that, I love. It's a wonderful challenge. I think I'm good at it. That part is - it's very draining.

Michael:
Wow. So, what would you rather be doing if you could then? I get a sense then you've come to a little bit of the end of here. Is there something you can do about it or is there something you'd rather be doing? Have you done anything about it?

Jeri Lyn:
Well sometimes I feel pretty trapped to change it.

Michael:
Really? When you say trapped, what do you mean by trapped?

Jeri Lyn:
Well, I don't really know what else to do that would give me that much meaning and give me the income that I needed to keep up demands on three teenagers in the family and all that stuff.

Michael:
When you said the income before, do I take it you are not making as much as you'd like you to or are you not making enough to get what you want? What did you mean by the income if I can ask you that?

Jeri Lyn:
Well -

Michael:
With your present work.

Jeri Lyn:
Well, I work with people that can't afford to go to traditional treatment. I end up finding creative ways to help them get what they need and I realize that isn't getting me what I need in life. It's

not giving me back enough to take care of my own family. That really does cause a lot of turmoil in me.

Michael:

Well, I appreciate that you don't know what else to do. Have you looked into anything else for yourself? Have you looked into any other opportunities to be able to move you in the direction you want to go?

Jeri Lyn:

I'm always looking for opportunities but I haven't really come up with anything specific. I am interested in sales and I started taking some vitamins from a company and I could do a business with them but I don't know. There's something about that particular company that it doesn't feel like it would take me where I need to go.

Michael:

Well, Jeri Lyn, if something came along that enabled you to get what you wanted so that you could round out your life a little bit and be able to spend the time with your family, with your teenagers without feeling stressed out or having that down time before you can spend that time with them, to be able to get the income that you want and to reduce the stress and also to work in an environment of helping people to get what they want. I mean if something came along that gave you that criteria, you mentioned you're still open to opportunities like that but if something came along, would you look at something like that seriously?

Jeri Lyn:

I would look at it.

Michael:

Well, the reason I'm asking is that as I mentioned in the beginning of the conversation I was looking at my own life, what I'd been doing, a while ago, I made a decision for myself, to start moving away from what I'm doing where I am because I found that myself, I wasn't being fulfilled in my work. I mentioned that to you in the past. There's been a certain amount of pressure, stress there and I was about time I took control of my own life and to have more of the time I wanted for myself to do the things I wanted to do.

And about four months ago, I joined a company as a distributor, independent distributor. Interestingly enough, it's a health-oriented company. I'd like to talk to you more about who you were talking with there. And it's enabled me to get a bit more zip in my life. I've beginning to make a little bit of income. Certainly meeting a lot of people and helping people in their health needs as well as in their life because they are able to do the same thing as me. What this means to you is that you could possibly do the same thing. You could do what I'm doing.

You could get rid of that commute, if you wanted to because you could work from home. You can change the driving time into good time for yourself without having to spend the four hours doing it so you got more hours in the day that you could work with. Have more time to spend with your family and the teenagers and also with your church duties without all the stress that's coming from it. I can tell a little bit by your voice that it's dragging you down a little bit. That's what I got out of it.

That's what you can get out of it and does that sound something that might work for you if it was appropriate?

Jeri Lyn:

Yeah, actually, it would do the job except that I would need to make sure that I'm with a team of people because I really am a team player. That's what was wrong with the other company that I was just out there on my own and I wasn't sure what I was doing and I ended up wanting to help people with products but I wasn't getting any return from it. Not real business minded is my problem.

Michael:

Now when you say business minded, what do you mean by business minded?

Jeri Lyn:

Now I have a mind that I want to do business but I haven't taken any classes to know how and so what I'm saying is I would copy somebody successful.

Michael:

Okay. So, you'd want a bit of guidance there. You'd want to have somebody who could give you a bit of help there or teach you a few things so that you could stay on track and be business like about it. Is that correct?

Jeri Lyn:

Correct.

Michael:

Okay. And you were talking about a team of people, being left on your own - I didn't know this actually. How long ago was that when you did that?

Jeri Lyn:

About eight years ago.

Michael:

Oh really. Oh some time ago then. And how long did you do it for?

Jeri Lyn:

About six months.

Michael:

And it didn't work for you because you felt that you weren't getting support. Is that right?

Jeri Lyn:

Well, I think it just became kind of meaningless to me. You know, I didn't have the time and the energy to go create opportunity to meet a lot of new people.

Michael:

Would you have the time and opportunity now if you were to look at this seriously because obviously you're looking at a shift. You're looking at creating a new business, potentially, even though it will be part time and build up. Do you have the ability or opportunity to do that even based on the fact that you are quite tired?

Jeri Lyn:

I'll tell you what. If I have the energy, if what you have is something that could give me some more energy and if there was some team support and I really liked the product, I know that there's a need and I know that I could do something with it.

Michael:

Okay. Well, let's talk about. Do you want to continue the conversation now or a little bit later? I mean if you are free right now, I'd be happy to tell you everything that I know and see whether this is going to fit what you need and we can then start looking at taking steps forward so you can start moving out of this feeling of being trapped as you put it and start getting some joy and freedom back into your life and into helping others. Would that be something you would like to do?

Jeri Lyn:

I would love to do that. Sooner the better actually, Michael. That would be great.

Michael:

Jeri Lyn, thank you very much. That was great. Thank you for role-playing. I appreciate it very much. I'm going to stop it there. I'm not going to go any further because we're now getting into more kind of structure and so on. So, Paul was that enough feeling there for you?

Paul:

Yeah.

Michael:

You don't mind me asking Paul that do you, Jeri Lyn?

Jeri Lyn:

No and just so you guys know, I'm de-rolled from that play and I'm a lot better than I was.

Michael:

But, Jeri Lyn, your feelings are still surfacing a bit though, weren't they?

Jeri Lyn:

I was allowing the overwhelm to come up from that period of time.

Michael:

Yes and I appreciate that. I thank you very much for doing that because it allows us to get a feeling for that. Let me ask the class. Did Jeri Lyn talk a great deal about her feelings per say? What were the words she was using here? What words did she talk she about which showed her feelings?

Speaker:

She was tired.

Michael:

Tired - yeah.

Speaker:

Drained.

Michael:

Drained - what else?

Speaker:

Didn't have enough punch to take care of her family.

Michael:

Okay. What were her words? She was using some words there?

Speaker 2:

Trapped.

Michael:

Trapped. Trapped is a big one. Trapped is a big one. In fact she explained it. Didn't she. In fact she didn't in fact. Was Jeri Lyn very communicative in her explanations?

Speaker:

Yes.

Michael:

No, when I asked her a question, an initial question, was she very communicative? I said well, how do you feel about that? She said trapped. Did she go any further?

Speaker 2:

No.

Michael:

Okay, so what did I do?

Heather:

Explored what she meant by the word.

Michael:

Yeah, what do you mean by that because I don't know what you mean. I don't know what you mean. I have no idea what you mean. And then bang, bang, bang. She came straight out, didn't she? What did she say? I feel trapped. I just don't know what else to do. That was a cry. That was a cry for help. I don't know what else to do.

Heather:

That's true.

Michael:

That was a big cry for help. Income - now I'm not making much money at what I do. So, that's bringing me down. I have three teenagers to take care of plus all of the other stuff she had said.

Speaker 2:

I've got to listen to everybody else's troubles everyday.

Michael:

I've got to listen to everybody else's troubles - damn it and I've got troubles of my own.

Speaker 2:

Right.

Michael:

Wouldn't you think that was draining? Fundamentally, though, what was Jeri Lyn looking to do? She wants to help people. You'll find this time and time again. I want to help people. All these clues come up. I want to help people. I want to do this. I want to take care of my family. I want to be able to spend time with my friends. I'm a pastor's wife. I want to spend time on the spiritual side of things. Look at the forms, family, occupation, recreation. Doesn't sound as though she is having much time for recreation. Doesn't have much time for a family.

Occupation is stressing her out. She doesn't have much money coming in from all this stress she is putting in and she's not really fully realizing potentially her spiritual aspect in life because she probably isn't feeling relaxed and calm and supportive of her husband who is a pastor. Right or wrong there, Jeri Lyn?

Jeri Lyn:

Hey, that's it. Thanks for summarizing it.

Michael:

See where all this comes from, everyone? Okay, you heard it. You heard all that. Who told you?

Speakers:

She did.

Michael:

Yes, Jeri Lyn told us. Is this motivation to make a move?

Speaker:

Yep.

Have you ever looked at an ice berg? Were you aware that what you see floating above the water line represents only about 10% of the total volume of the ice berg, and that the other 90% is hidden from view below the surface?

When engaging people in a Dialogue about your products and business, you might want to keep this image of an ice berg in mind, knowing that the initial problems or needs that people reveal about themselves and their situation, tend to be **just facts**... and if you only respond to facts, and attempt to help them solve their problems on this factual level... you're in danger of responding to what usually represents only a 10% of what is actually going on.

Facts and logic have very little internal persuasive power to justify in another persons mind the necessity to make a change. As you know, people make changes based mostly on feelings – not logic.

So asking the right type of questions at the right time allows people to surface the 90% that is mostly hidden and enables them to talk about their feelings and emotions, their fears and aspirations, their joys and sorrows, which often times they've hidden even from themselves. It all comes into plain view and into their conscious awareness – so that both you and they actually see and feel the landscape of their own lives.... But THEY'RE the ones who are feeling

the discomfort of their present situation and causing themselves to question whether they want to continue doing what they are currently doing!

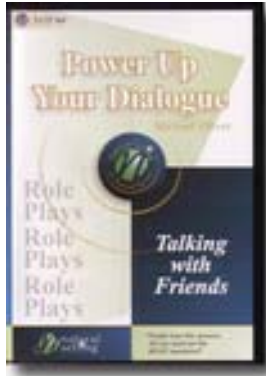
So get behind, or go beneath the facts, and be mindful of how you can make two of the 4 powerful Natural Selling principles work for you – asking questions around, and listening to what is being meant, not just what is being said.

On a final note - If your friends are going to seriously consider investing in your products or joining your business, they must first be "sold" on you and your ability to understand them. This can only happen when suspend YOUR own needs and identify and offer solutions based on THEIR needs, wants and desires.

When you allow others to surface their real truth through their own answers, you create the best opportunity for them to motivate themselves to take control of their lives, and quietly come to the logical conclusion that you and your solution are the answer to their problems.

And, remember once again, your friends have the answers to what they want; all you need are the right questions!

"Talking With Friends"



Whether your friends will listen to you depends entirely on the way you approach them. It will make all the difference between success and failure with your business opportunity and products.

In this 3 CD program, I demonstrate through role plays how you can talk with your friends the "Natural Selling" way.

After listening to "Talking With Friends" you'll know the secrets to talking confidently and easily with your friends about your business. You won't be held back by fear of saying the wrong things and perhaps embarrassing yourself.

To get your copy of "Talking with Friends"
<http://www.naturalselling.com/rpfriends.html>

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email: info@NaturalSelling.com

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