

Lesson #4

The Answer is in their Response to your Questions

In the next three lessons, we're going to talk about how to approach potential partners and customers using the magic of the power of dialogue... a way of connecting with people at a deeper level than can be achieved just by telling or through general conversation.

It's based on 3 MORE PRINCIPLES of the problem solving approach that we will cover in a moment.

We learned in the previous lesson that the comfortable-connecting-conversational approach is a problem solving exercise...

Moreover, how do you find out if people have the sort of problems that you can help them solve, and whether you can help them?

You:

Ask certain types of simple questions

Listen

Feed back and respond appropriately to the answers

These three things are the POWER of Dialogue.

The benefits of solving problems dialogues, including your ability to suspend your personal agenda and beliefs.

Letting go.

The benefit of detachment discussed in a previous lesson. Enlightened detachment is the hidden energy behind the power of dialogue. When you suspend your personal agenda and your need to get the sale, others will open their agenda and meet you half way.

"Beyond the wrong-doing and the right-doing, there is a field. I'll meet you there."

Let's look at this in the form of a principle... the 2nd one of four.

PRINCIPLE 2. ASKING THE RIGHT TYPES OF QUESTIONS AT THE RIGHT TIME

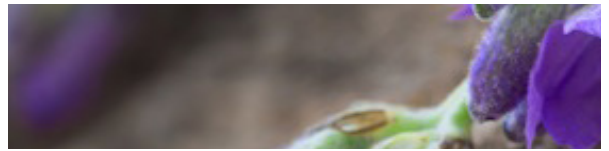
As you have seen, the conventional way of telling people about you, your company or your products, usually will result in rejection and objections. It's the Law of Giving and the Cause and Effect working against you!

So how to turn this around?

The key is not to tell, present, convince, persuade, manipulate or pressure someone to buy something or take action. It's about asking questions and listening and effectively responding and allowing your potential partners and customers to listen to their answer and convince themselves to change. The transcribed conversations mentioned earlier will be sent to you at the conclusion of the 7 Paths-7 sessions.

Now, I'm not talking about manipulative or leading questions that are designed to get the answers you want to hear. If you use these questions whose answers are you likely to hear? Your own! Whose answers and truth do you really want? Theirs!

While manipulative questions can be very powerful, there are drawbacks to using them:



People know when they are being manipulated and don't like it. Using them is uncomfortable for most Sales, Direct Sales and Network Marketers who tend to resist using them and end up dragging their feet! They are not effective for long-term results.

While it's possible to temporarily motivate people to do something, an interesting phenomenon many times takes place. After a short while, they stop being motivated and stop doing what they agreed to do or return your product for a refund.

This behavior is called passive aggression and buyer's remorse. You can see the effect of this when customers stop buying from you, or people drop out from your organization. This is usually because they came on board for your reasons, not theirs.

The Green Organics 7 Paths- Solving Problems Approach dramatically changes this.

The questions you use are intended to help the other person uncover and talk about the difference between what they have and what they would like based on their own inner and external values, without you having to guess or make a judgment.

After all, who has the history of what is, and has been, going on in their life, and what they want and why they want it? They do!

Your potential partner or customers and you each bring a key thing to the Approach. On the one hand, they have their history and know what they want... they have the answers. You, on the other hand, know the potential of your products or income opportunity, and whether it can work for them based on the answers they give you. When you get a match, which will happen most of the time, you will then be able to explain your solution to them so that it all makes sense. So all you need are the right types of questions!

You also need to know when to ask them.

The Solving Problems Approach uses a "Dialogue/Conversation Framework" that explains what the types of questions are and when to use them to help you and the person you are talking with, sees clearly:

1. Whether they have the type of problems that your solution can help them solve
2. If they do, the depth of those problems
3. Whether they want to do something about them

Questions help people open their minds. Questions involve people. They allow people to think about their present situation, themselves and their problems.

HELPING PEOPLE INSPIRE THEMSELVES TO CHANGE.

One last time, it is not about you persuading them, it's about allowing people to persuade themselves as they come to see what is right for them.

This is how it works.

As people respond to your questions, they also listen to themselves. They;

Internalize what they say

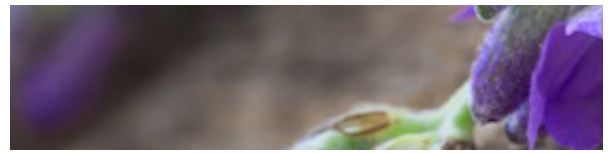
Feel the discomfort of their present circumstances... and if things are not working as well as they would like...

Decide to make a change.

Their answers help them think about their problems and to own the idea that they want to change if their problems and internal motivation is great enough.

It gives meaning to the saying "When I say it, they can doubt me. When they say it, it's true."





The degree a person will change depends on two things:

The degree of discomfort they feel in the present moment as they talk about their present circumstances, and their

Degree of their desire to move toward a solution

If you get out of your own way and listen to them, and are not hasty to come up with your solutions too quickly, they will listen to you.

Asking questions eliminates the need for you to present to soon and learn closing and objection handling techniques. Because who eliminates all their own objections in the Dialogue? They do, because they are the ones talking and revealing how they feel about their problems and internally motivating themselves to make a change.

Can you now see how objections and rejection is eliminated?

The “Sale is Made” in the Discovering!

Learning how to ask the “Right Types of Questions at the Right Time” will prepare a person to be receptive to your solutions. Essentially, they “sell themselves” on the idea of wanting to change when you offer the idea of a potential solution which in return, makes them receptive to your solution.

The “sale” then is actually made during the uncovering and revealing a person’s needs, where they talk and listen to themselves into changing.

It’s when you have asked enough questions, responded appropriately to their answers, discovered there is a need to make a change and that the other person is open to changing, that you propose you might know of a solution that might help them.

One thing is guaranteed. If you don’t rush them and put your Personal Agenda on the shelf and let it guide you not manipulate you, if there is a sale to be made, you will make it every time.

In session #5, we will take a close look at the other most powerful communication tool available to you - Listening.

EXERCISES

1. Have you ever experienced “Buyers Remorse”? Think about the situation and what happened. Did you ever do business with that person or organization again?

2. Start a Dialogue with a stranger or someone you know by asking them a question and continue asking them questions. Remove your Personal Agenda. Just listen and ask questions based on the answers you get to your previous questions, or on something that comes to your mind.

Don’t talk about you or your ideas, or make comments. Just gently focus on asking questions. If you’re asked a question, briefly answer it and follow your answer with a question of your own.

See how “deep” you go exploring a particular issue. When you observe your own feelings and how the other person is feeling.