



Lesson #7

You Can Now Make Objections and Rejection a Thing of the Past!

Welcome to the final session of goDesana 7 Paths 7 Sessions. Congratulations on completing the sessions and investing in yourself!

SUMMARY AND RECAP

Let's recap what we've covered. We've seen why conventional sales techniques of focusing on getting the sale, telling your story and talking about your solutions or presenting too soon, handling objections and "closing" are the number one causes of objections and rejection.

When you present the so-called features and advantages of your solution too soon - all you're doing is making a guess! Moreover, if you guess wrong (Which is what happens most of the time) - your potential customer will end up resisting you! This means you then have to use objection handling and closing techniques. Therefore, the downward spiral goes. It's a lose-lose situation.

In contrast, the problem solving approach is to let go of the sale and concentrate first, on whether there is a sale to be made before presenting. This saves wasting theirs and your time and hours the fact that they have the answers, all you need are the right types of questions!

You do this by discovering if the other person has a problem, you might have an answer for, and allowing them to talk about it, while you listen with the intent to understand.

The magic of doing so allows your potential customers and partners to motivate themselves to look at your solution if it's appropriate. The reason this happens is that as they answer your questions, they listen to and feel the consequences of their replies. The consequence of this is that they feel the need to do something and will listen to you while you craft your presentation to meet their needs!

So ultimately, there is little effort for you and no anxiety. You'll know if there is a potential sale. If there is, you present. If there isn't, you don't! It's that simple! And, they do the work, while you quietly ask questions and listen without letting your agenda get in the way!

FOUR PRINCIPLES OF PROBLEM SOLVING

Once again, the four principles of problem solving approach are:

1. Problem solving approach is Helping Other People Solve Their Problems.
2. Asking the Right Types of Questions at the Right Time
3. Listening to What is Being Meant, Not Just What Is Being Said
4. Feeding Back What You Think You Heard.

Problem Solving Exercise

The problem solving approach is a Problem Solving Exercise not a Persuasion Exercise. You use the Magic and Power of Dialogue to help people discover for themselves whether they have any problems you can help them solve.

By knowing what types of questions to ask, how to listen and how to feedback you remove your anxiety by taking the focus off you and putting it where it matters - on other people.

When you align yourself with these principles and consistently use the problem solving approach in your professional and personal life, you will discover you will have the capacity to help more people in less time and with less effort... to inspire themselves to change and be interested in listening to what you have to say and taking a closer look at your solutions.

Point to Remember: If there isn't a problem to be solved, will you have lost a sale? Of course not! There was never a sale to be made in the first place.

If there isn't a sale to be made you can either change the conversation or graciously bow out so you can quickly move on to other opportunities without feeling rejected.

If there is a problem to be solved however, you'll uncover it and know precisely how to customize your solution in a way that makes perfect sense to people.

What's more, you'll completely eliminate your stress and build a solid foundation of professional confidence, leaving fears behind, when talking with people about your products and business. Why? It's because you now have a different initial focus. You are no longer using or thinking about using resistance causing conventional selling techniques.

So, are you really "selling" (in the conventional sense) when using The 4 Principles of The solving problems approach? No! All you're doing is helping people discover for themselves whether they want to replace what they have with what they want. Most importantly, you're also discovering their level of desire to do so.

You don't have to use techniques when you know how to help people inspire and decide for themselves to change!

ARE YOU A FEATURE OF YOUR SOLUTION?

Another point... Have you ever thought of yourself as a feature of your Green Organics/goDesana products, Income Opportunity or company? Of course you are! In fact, you're the ONLY unique feature!

If people buy you because you appear to understand them and what they are about, what do you think that does to the value of you, your solutions and everything you represent? It soars!

Asking the right types of questions at the right time, and listening with the intent to hear, understand, and solve other people's problems creates tremendous value in you and what you represent.

When you do this, people can't help but be attracted to you and want to listen how you might be able to help them with your solutions! They can't help it because everyone (including you) is attracted to people who really understand them. What's more, they will be much more likely to do business with you!

THE NEXT STEP

At this point, have you discovered if the problem solving approach resonates with your inner truth? Is it in alignment with your core values about respecting and serving others and/or about the way, you want to be treated by others? Have The 4 Principles of the problem solving approach caused you to reaffirm, reconsider or change what you thought selling and your business is all about?



If it has, ask yourself these questions...

What if I could make this work for myself and be able to talk with anyone, anywhere, anytime about my business?

What if I could eliminate my fear and anxiety about talking with people?

What if I could totally eliminate rejection and objections, not by using techniques, but by talking with people in a different way?

What if I could be successful early and significantly increase my success rate?

What if I could create meaningful and long-lasting relationships with new people?

What if I could strengthen my existing relationships?

What difference would taking this approach make in my professional and personal life?

Well, you can do this... ALL of it. And, you can do in your own style and with your own personality... not someone else's, but your own!

CREATING YOUR OWN SOLVING PROBLEMS BLUEPRINT

So if you want a blueprint of how to make this work and for anyone else you bring into your team...

I invite you to take the next step to achieve what you want.

However, be clear on your intentions. Ask yourself these important questions...

1. Are your present feelings about your current situation uncomfortable enough that you're sufficiently motivated to do something different from what I've been doing?

2. Does the problem solving approach offer a solution to your specific problem that makes perfect sense to you?

If you answered, "No", that's perfectly okay.

However, if you answered "Yes", and realize that your present blueprint simply isn't working for you and you want to exchange it for something that will, take the next step to achieve what you want in your business and life.

After all, will anything in your life and the lives of others change if you don't? Highly unlikely, and definitely not until you take appropriate action that makes sense to you. Whatever action you decide is best for you - DO IT NOW!