

NATURAL SELLING

4 SUCCESS PRINCIPLES OF NATURAL SELLING CONVERSATIONAL DIALOGUE

Principle 1

Natural Selling is helping people solve their problems.

Principle 2

Natural Selling is asking the right types of questions at the right time.

Principle 3

Natural Selling is listening to what is being meant, as well as what is being said.

Principle 4

Natural Selling is feeding back what you think you heard.

The Mechanics of Dialogue

When communicating with other, we are:

Least persuasive when we tell people things, or attempt to dominate them, (Presenting, Telling, Teaching, Persuading).

More persuasive when we interact and discover from each other, (Discussion, Debate).

Most persuasive when we allow others to persuade themselves, (Dialogue).

Down the right-hand side should be the following wording like in the picture provided: