

# Special Report

## **How to Make the Most of the Holiday Season With "Natural Selling"**

**Use the Opportunity of Holiday Events  
and Parties to Build Your Network and  
Have Fun at the Same Time!**

**By Michael Oliver**

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Greetings!

This is Michael Oliver and with the end of the year and the holiday season fast approaching, I'd like to provide you with a resource that will help you with your business. It's a small "Thank You" for all your support and encouragement over the past year.

This Holiday Special Report is designed to provide you with some ideas and suggestions to make the most of the holiday season. While this is primarily a time to relax, celebrate and give thanks, there's no reason why you cannot continue to develop your business by making contacts and sowing seeds for the future.

At this time of year, it's likely that you will be meeting lots of people at events such as family parties and work functions. These sorts of events are a great opportunity to start new friendships and renew old acquaintances.

As Robert Kiyosaki says "The richest people in the world build networks." This time of year is a great opportunity to work on your own network.

I've provided some ideas that will enable you to do just that, using the principles of "Natural Selling" in a way that's fun and in the spirit of the Holiday Season.

I hope you enjoy them!

*Michael*

## ~ Before the Event ~

Some preparation before the event will pay you dividends.

### **Your Personal Introduction**

I've talked before about the best way to respond when someone asks you the question

"What do you do for a living?"



Rather than respond with your job description ("I'm an office administrator" or "I'm in the health and wellness industry"), which probably won't mean very much to the other person, use what I call your Personal Introduction.

Let me illustrate with an example. If someone asks, "What do you do?" you could respond with something like this...

"You know how people nowadays are finding it harder to get ahead, what with corporate downsizing, the lack of job security and the higher cost of living?"

"Well, what I do is help them set up their own business, so they can start taking care of themselves and their families once again."

Then finish with asking a question like...

"Let me ask you, what do you do?"

The "mechanics" of the Personal Introduction are

- Problem (e.g. Job downsizing, Lack of Job Security, Lack of Free Time)
- Solution ("Well, what I do is help people...")
- Question (Put the focus back on the other person..."What do you do?")

## **Replace Your Personal Agenda With Your PURPOSE**

If we agree that the purpose of a business is to help other people solve their problems, then selling can be viewed as a 'Problem Solving Exercise', not as a telling and persuading exercise as the current and old paradigm is taught.

Being on Purpose then, is using Dialogue to simply Discover if the person you're talking with has any problems you might be able to help them solve.

If they do, and you can help them with your solution, you will achieve your Personal Agenda (what you want).

It comes from a place of exploring if there is a need and if you can help, not from a place of trying to sell something.

In my 25 years of experience, having been there and done that, I can assure you this process will eliminate any anxiety about talking with people. It is the FASTEST way to qualify them and move your business forward.

### **Have a Plan!**



Review what it is that you want to achieve from the event. If you decide that you want to talk with 5 new contacts, then have that in mind.

Some questions that you might want to ask yourself:

- Who do I want to meet?
- Is there anyone I have to meet?
- What kind of questions can I ask them?

### **Decide to Enjoy the Event!**

If you're dreading a particular function, what do you think is likely to happen? It's going to be terrible! You seem to get what you expect! So, decide that you are going to enjoy yourself.

Put yourself in the right frame of mind. One of the best ways I have discovered to do this is decide that you're not going to talk about yourself, and instead ask others about themselves! You'll soon find that most people are looking, to a greater or lesser degree, to achieve the vision or better health that you have within your power to help them achieve.

This is another benefit of focusing on your purpose!

### **Business Cards!**



Finally, make sure you've got business cards on hand. Don't hand them out straight away unless it's appropriate (at some business functions, for example). However, you do want to be prepared.

## ~ At the Event ~

When I go to an event, I tend to approach things a little differently from most people.

If I'm at a business event, my aim is not to hand out my business card to everyone I meet in the hope that some of them will call me.

Rather, I focus on my purpose, which is to discover if there is anyone there who has a problem and then if I can help them. Simple!

And how do I discover if someone has a problem? Well, of course, I use the principles of "Natural Selling" to have a quality conversation.

Bear in mind, of course, that at events over the holiday period, your aim is to make contacts, not necessarily to sell products or get people to join your business on the spot! Of course, if that does happen as a result of the Dialogue process, that's a bonus!

My aim at the event is to have as many quality conversations as I can, without being rushed. When I find someone who I might be able to help, I'll ask for his or her business card (and give them mine, of course).

Even if it doesn't look as if I what I have will be of interest straight away, if I've had an enjoyable conversation I'll still ask for their card. It's like "planting seeds" and who knows when they might sprout!



At a family or informal event, I use the same general approach, but of course it's less formal. You may meet new people, of course, and in those circumstances I will ask someone for their business card.

Now, of course, at a family party, people may not have business cards with them! Still ask, however. Why? Well, I find that if you simply ask for their phone number, they may become a little defensive. Asking for a business card seems more acceptable and if they don't have one they almost fall over themselves looking for a pen and paper to give you their number! (Hint: You can help them out by offering your card and a pen for them to write with!).

Other things I have found helpful:

## **Act As If You Are the Host**

Act as if you are actually hosting the event yourself! At many events, you'll find people who are awkward, shy and insecure, so they usually stand by themselves. If you think of yourself as the host of the event, you'll want to make sure everybody's having a good time.

So, go out of your way to introduce yourself and be introduced to new people. It has the added benefit of taking the focus off of you! If you're a little nervous at functions you'll find that by doing this you will be more relaxed and have more fun!

## **Make Yourself Approachable**

Create an aura that says, "I'm someone you would like to meet!"

Smile and act as if you are happy to be there and don't hide in the corner (or in the kitchen if you're in someone's home!).

## **Watch Your Time**



Ideally, you're there to mingle and meet a number of new people. However, don't get too hung up on this. If you're having an enjoyable and engrossing conversation, go with it! After all, even if you only make one contact that develops into a long-term relationship, the event will have been more than worthwhile.

## ~ After the Event ~

### **Make Notes**

Make brief notes as soon as possible about the people you have spoken with. The easiest thing I find is to simply jot down brief points on the person's business card.

### **Send a "Thank You" Note**

If it's appropriate, send a brief "Thank You" note. So few people do this, you're sure to stand out.



### **The Right Way to Follow Up**

By following this approach, you'll end up with a host of new contacts and a number of them may well have a need for either your products or business opportunity. So, after the holidays or whenever it's appropriate, you can touch base with them and resume your conversation.



And what's the best way to do this? Well, after the initial pleasantries, you ask a question along the lines of the following:

"You know when we were chatting at the event, you said something interesting..."

"You said..." (repeat or recap what they said to you about a particular issue or problem).

"I wonder if you would tell me more about that?"

And you know how to continue after that with the "Natural Selling" process of Dialogue. Simply listen carefully to what they tell you and ask questions based on the responses they give you.

As the conversation develops, you'll discover if there is a problem to be solved and if the other person is ready to do something about it.

~ In Conclusion ~

I hope this special report gives you some new ideas or provides a useful reminder of how to use the principles of "Natural Selling".

Enjoy the Holiday Season and I wish you and your families a wonderful and prosperous New Year!

*Michael*

**P.S.** To expand on this information in this report, it's easy to register for my FREE e-course "7 Steps to Natural Selling" at [www.NaturalSelling.com](http://www.NaturalSelling.com). Follow along with the exercises over 7 days and learn how to *eliminate rejection* and attract people to you.

## ~ Natural Selling Sales Training ~

If you'd like to know more about "Natural Selling" and how it can help you build your business and make more money, visit our website at [www.NaturalSelling.com](http://www.NaturalSelling.com).

### **7 DAY MINI-COURSE**

The free e-course "7 Steps to Natural Selling" shows how you can make objections and rejection a thing of the past. As a result, you can remove the biggest "roadblock" to success and make the money you deserve from your business.

It's easy to start receiving these invaluable lessons, just [click here](#)

### **WORKSHOPS**

Details and schedule are available on the website. If you are interested in sponsoring a workshop in your area, please email or contact me on the numbers below.

### **SPEAKING**

If you would like me to speak at your event, meeting or convention, again please email or call the numbers below.

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