

Press Release

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Contact

Tel: 1.775.886.0777

Email: info@NaturalSelling.com

Leading Trainer Michael Oliver Takes Aim At MLM Industry's Big Problem

Leading MLM and Network Marketing trainer Michael Oliver releases new audio book version of his book "How To Sell Network Marketing Without Fear, Anxiety or Losing Your Friends!" (<http://www.naturalselling.com/audiobook.html>). The new program is aimed at reducing the high turnover of distributors, one of the biggest problems the MLM and Network Marketing industry faces.

(PRWEB) September 27, 2006 -- A new audio program released today may help solve one of the biggest problems facing the MLM and Network Marketing industry.

Although Network Marketing offers the potential for ordinary people to make a large income, the sad reality is that few MLM Distributors and Network Marketers succeed in building a profitable business. It's been estimated that less than 10% of people entering the industry enjoy any sort of success. Most drop out of the industry within a year.

This high level of attrition is a big problem for the industry. Leading MLM and Network Marketing trainer Michael Oliver believes he has a solution to the problem. According to Oliver, "There's a big problem with the approach that most MLM companies tell their distributors to adopt. Quite simply, most MLM distributors and Network Marketers are very uncomfortable with the objections and rejection they experience when they follow the approach promoted by many MLM companies of presenting, objection handling and closing people.

"In fact, most Distributors and Network Marketers are so uncomfortable that they stop talking with people about their business. The result is the shockingly high attrition rate that the industry experiences."

Oliver's solution to the problem is what he calls "Natural Selling" which he describes as business building using the approach of dialogue to create long term and mutually profitable relationships. It avoids manipulative techniques and high-pressure sales tactics. Instead "Natural Selling" focuses on relationship building first and only introducing the business opportunity when it's clear there's a fit for the other person.

Oliver is a controversial figure in the MLM and Network Marketing industry because his approach to business building is radically different from the methods and techniques that many companies and other trainers teach to their distributors and associates.

Despite hostility from some parts of the industry, Oliver's approach has proved very popular with MLM distributors and Network Marketers. For the last two years (2004 and 2005) he has been voted the #1 MLM Trainer in the prestigious and widely watched "MLM Insider" (www.MLMInsider.com) poll.

Oliver is the author of the book "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!" and has now released an audio version of the book. The audio book (<http://www.naturalselling.com/audiobook.html>) is an unabridged version of the print edition and is

read by Oliver himself. The set consists of 6 audio CDs running to approximately 6 hours plus a bonus CD containing a brand new "Action Guide" to accompany the book.

When asked what he wanted to achieve with the new audio book, Oliver said...

"I'm convinced that there's no need for the high attrition rate in the MLM and Network Marketing industry. The experience and success of my clients when they use the 'Natural Selling' approach demonstrates that ordinary people can be successful when they adopt an approach that is comfortable for them, yet at the same time very effective in producing results."

"The audio book version of 'How To Sell Network Marketing Without Fear, Anxiety or Losing Your Friends!' is a step towards making this information available to a wider audience. By doing that I hope that I can reduce the attrition rate in the industry and contribute to the long term growth and success of Network Marketing."

Michael Oliver is the founder and Principal of Natural Selling Sales Training.

Natural Selling Sales Training (www.NaturalSelling.com) provides training programs and specialized coaching to mlm distributors, network marketers, direct sellers and other independent sales professionals.

"Natural Selling" is an approach to success in business based on using dialogue to build long term and profitable client relationships. It avoids manipulative techniques and high-pressure tactics that contribute to the high attrition rate in the network marketing industry.

Contact Information

Kevin Francis

Natural Selling Sales Training

<http://www.NaturalSelling.com>

+1-775-886-0777