



Natural Selling

4 Principles of Attraction

Principle 1

Natural Selling is Helping Other People
Solve Their Problems.

Principle 2

Natural Selling is Listening to What is
Being Meant, Not Just What is Being Said.

Principle 3

Natural Selling is Asking
the Right Questions at the Right Time.

Principle 4

Natural Selling is Feeding Back
What You think You Heard They Want.

The Mechanics
of Dialogue

When communicating with others, 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).