

THE CONVERSATION BENEATH THE CONVERSATION

PRESENTER: KYLE EVANS

What is the motivation? How do they get there?

What does it actually mean to you?

What is causing you to stop?

We are seeking to understand what people are actually trying to do.

you are not sales people
you are decision architects

KNOW THE DIFFERENCE BETWEEN WHAT A WANT AND A NEED IS.

3 DEEP WITH QUESTIONS

Information → tell me more about that

Emotion → what is important about that?

Meaning → what does that mean to you?

What is the one question that you should have asked?

What conversation in your life have you been solving at the surface instead of underneath?

be genuinely curious

Your Turn

Think of a situation....

What did they say they wanted?

What do you think they actually needed?

What's one question you should of asked?