QUESTIONS TO DIRECT PROSPECTS MIND IN A GIVEN CHANNEL

To think of a response to a question, the mind must temporarily exclude all other thoughts to concentrate on the question. You can guide your prospect's mind in the direction you wish by getting them to think about the questions you ask. This technique will not only create more interest but will relieve tension. To obtain a response, don't make a statement out of a question unless you follow it with a question. Example:

Incorrect Question	"I suppose you have a family at home."
Correct Question	"By the way, how many are in your family?"

QUESTIONS OF A PERSONAL NATURE

In seeking information of a personal nature by asking a question which your prospect might hesitate to answer soften the question by some such preliminary statement as, "BY THE WAY", or finish the question with a statement such as, "DO YOU RECALL OFF-HAND?"

HOW TO OBTAIN AN AFFIRMATIVE RESPONSE

Our system is based on the functioning of the human mind. One of the most important functions is to get the prospect to agree with you. We want to make it easy for them to say "Yes" and difficult for them to say ''No".

If you want an affirmative response first make a POSITIVE STATEMENT and then ask an AFFIRMATIVE QUESTION.

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