



Question

Ask the questions in a way that will encourage prospects to express their concerns and feelings.



Look

Look into your prospect's eyes. Making good eye contact conveys sincerity, honesty, and trustworthiness.



Lean Forward

Leaning toward prospects shows you are interested in what they are saying.



Listen to Responses

Listening is important so that you can respond to their answers and possibly ask questions to uncover a deeper meaning behind their responses.



Record

Record responses in the Creating a Personal Plan Workbook. It is critical to record prospects' responses accurately because you will refer to this information later during the interview and in the future when reviewing their program.



Reinforce

Reinforce what your prospects have said by responding, such as ... "That's great", "I see", or "So what you're your saying is..." This tells your prospects you have heard and understand what they said and confirms the importance of their feelings and viewpoints.

FACTUAL AND FEELING QUESTIONS

Factual questions are usually easy for the prospect to answer. For example: "Do you own your home?" or "How many children do you have?" These questions help you understand a prospect's situation however; facts alone don't tell the whole story.

The Creating a Personal Plan Workbook (AGLC111316) also contains feeling questions such as, "What is the most important thing to you in this world?" The answers to these questions give you insight into the why of the prospect's situation. What motivates that person? Why does the individual feel that way? What is important to the prospect? Asking these questions and carefully listening to their answers shows prospects you care about their situation and needs.