



How To Move People With Two Simple Questions

Let's consider the so called "Motivational Interviewing Technique" which is described in Michael Pantalon's book *Instant Influence*.

This technique which originated in therapy and counseling but has since spread to other realms, seeks to spark behavior change **not** by coercing people, promising them rewards, or threatening them with punishments, but by tapping into their emotional right-brain.

And the most effective tools for excavating people's buried drives are questions.

However, for the purpose of moving others, all questions are not created equal. It turns out that rational left-brain questions are ineffective for motivating resistant people.

Instead, irrational right-brain questions actually move people better.

So suppose your daughter is hemming and hawing, delaying and denying, and generally resisting studying for a big-end-of-the-year algebra test. Using this technique you wouldn't say:

"Young lady, you must study,"

or

“Please, please, please, study for the test.”

Instead, you’d ask her two questions.

Question 1

“On a scale of 1 to 10, with 1 meaning ‘not the least bit ready’ and 10 meaning ‘totally ready’, how ready are you to study?”

After she offers her answer, move to:

Question 2

“Why didn’t you pick a lower number?”

This is the question that catches everybody off guard according to Pantalon.

Asking why the number isn’t *lower* is the catalyst. Most people who resist doing or believing something don’t have a binary off-on, yes-no position.

So, don’t ask a binary, off-on, yes-no question.

If your prospect has even a faint desire to move, asking her to locate herself on that 1-to-10 scale can expose an apparent “No” as an actual “Maybe.”

Even more important, as your daughter explains her reasons for being a 4 rather than a 3, she begins announcing her own reasons for studying. She moves from defending her current behavior to articulating why, at some level, she wants to behave differently.

And that, allows her to clarify her personal, positive, and intrinsic motives for studying, which increases the chances she actually will.

“So, on a scale of 1 to 10, how ready are you to try Pantalon’s two-question technique?”

“And why isn’t your number lower?”

Do you notice what happens when you answer these two questions?

You can use this technique in so many ways for your financial planning practice. Here are some suggestions:

On a scale on 1 to 10, how clear are your financial goals?

And why isn’t your number lower?

On a scale on 1 to 10, how ready are you to take the next step in the financial planning process?

And why isn’t your number lower?

On a scale on 1 to 10, how clear is financial future?

And why isn’t your number lower?

On a scale on 1 to 10, how can I motivate you to hire me as your financial planner?

And why isn’t your number lower.

I assure you, this works!

So, are you willing to help me by answering the next two simple questions:

“On a scale on 1 to 10, how motivated are you to recommend my blog to others?”

“And why isn’t your number lower?”

Please, send your answers to seebeyondnumbers@gmail.com

Thank you so much.

To Your Success,

Ronald Sier

Founder seebeyondnumbers.com