

Sample Questions for the A.L.R. Method

The A.L.R. Method is a skillset that will serve you as a marketer for years to come. It will help you have better Sales Calls and make marketing easy and fun. Remember... the best marketing isn't about you, it's about 'them' - the people you are here to serve.

And the best place to learn about the people you are here to serve is to listen deeply to them. This framework will help you to do this effectively.

ASK - Learn to be a powerful inquisitor. Ask questions like...

What is your experience with...

How does that make you feel...

What else does this impact in your life (business, health, relationship, etc.) ?

What's your biggest challenge around...

What would you do anything to change?

If you could change that how would you feel?

What else would become possible if...

LISTEN - carefully - it's not about solving anything for them - it's about deeply listening to the said and the unsaid.

RECORD - during/after these conversations write down what they said in their words, as closely to verbatim as you can.

This makes the best marketing. It also will help you mirror back to them what they said to you, "So, what I heard you say was.....Is that correct?"

*****ACTION STEP: Interview your Accountability Buddy and have them interview you using the A.L.R. Method.**