

The Stages of an ASK

Open

- Establish relationship
- Explain mission/purpose
- Identify needs

Discover

- Their motivations
- Their frame of reference/point of view

Present “the ASK”

- Frame the presentation from their view
- Capture their hearts and minds
- Talk about what they can do to...
 - Help you and/or the organization
 - Probe current needs
 - Satisfy their interests

Listen

- Focus
- Don't interrupt

Respond

- Draw out more information
- Attempt to overcome objections

Closure

- Check for understanding
- Follow up immediately
- Leave the door open