

Socratic Method

We have a phrase in sales that goes, "Nod them in." It is essentially getting people into the habit of agreeing by saying "yes" to what we are presenting. Dale tells us in this chapter that when you begin a conversation you want to hit all the points on which you agree and to which the other person can respond positively. If there are differences, you want them to be perceived as differences in method rather than substance or principle. If you can avoid it, don't ask a question that has a "no" answer.

You don't buy the first car you see at the first dealer you find. Right? [nod] You don't buy a home without walking through it, and then checking on liens and easements. Right? [nod] You're *wiser* than that. You check it out. You look around. You gather information. Don't dismiss what I'm saying out of hand. What if even one-tenth of what I told you was true? You need to check it out *thoroughly*, just like you check out every other opportunity that affects your future. You want to make the right choice for your family's future, right? [nod] And you don't want to kick yourself later by making the wrong decision, right? [nod] Great! Let's get you that information."

The Socratic method leads people to the right answer by asking a series of questions with a "yes" response. It gets them to say logically that no other answer makes sense. It allows them to be comfortable with their conclusion, and confident that it is correct. Don't you agree?