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## Exploring Their World (continued)

### *Clarify, Concretize & Soothe*

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### *Explore, Expose & Empathize*

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*I keep six honest serving-men,  
(They taught me all I know);  
their names are  
What and Why and When, and  
How and Where and Who.*

❖ **Rudyard Kipling**  
(1865-1936)  
*Just So Stories (1902)*  
*"The Elephant's Child"*

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## Exploring Their World (continued)

### *Clarify details*

“Say more about that...”  
“For example...”  
“Would you be more specific about...”  
“By [keyword], what do you mean?”  
Supply a conjunction:  
“and...” “then...” “because...”

### *Explore time*

What happened,  
What came before,  
What do you expect next.

### *Expose the impact*

“What would you say is the dollar cost of that?”  
“How much of your time is that taking?”  
“If this were solved, what would you [or the organization] be able to do?”

### *Examine the Emotion*

“How does that make you feel?”  
“If your staff told me how they felt about that, what would they say?”

### *Soothe*

“Of course...”  
“Me, too.”  
“Many of my clients say that.”  
“Thanks for sharing that.”  
“That’s common for a person in your position.”  
— Repeat each word to show empathy.  
— Paraphrase to show understanding.

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*It's not what you say  
that makes the sale.  
It's what you hear.*  
❖ Tony Mayo