

**SEASON 4** 

**EPISODE 14** 

### Discovery Questions Part 4

### DIAGNOSTIC SELLING....



SEASON 4 EPISODE 14

### Discovery Questions Part 4

THE 11 QUESTIONS TO <u>NEVER</u> ASK (& LITMUS TESTS OF ASKING BAD QUESTIONS)



#### **AGENDA**

ACT I
THE (ELEVEN) "DON'TS" OF DISCOVERY QUESTIONS

ACTI

THE LITMUS TESTS OF ASKING BAD QUESTIONS: THAT YOU CAN NOTICE—FROM YOURSELF.

ACTIII

THE LITMUS TESTS OF ASKING BAD QUESTIONS: THAT YOU CAN NOTICE—FROM THE BUYER.



#### **AGENDA**

ACT IV
QUESTION "DEFAULTS" YOU CAN USE:
IF YOU FREEZE, OR DON'T KNOW WHAT TO ASK NEXT.

ACT V
WHAT HAPPENS, IF I DO ASK THESE "BAD" QUESTIONS?



### THE 11 "DON'TS" OF DISCOVERY QUESTIONS



### THE 11 "DON'TS"... OF DISCOVERY QUESTIONS.

- 1. SELF-DIAGNOSIS QUESTIONS
- 2. **DIGITAL QUESTIONS**
- 3. **LEADING QUESTIONS**
- 4. **SUBJECTIVE QUESTIONS**
- 5. PAIN QUESTIONS
- 6. **BLAMING QUESTIONS**
- 7. **CONFIRMATION QUESTIONS**
- 8. IF QUESTIONS
- 9. "HAVE YOU EVER..." QUESTIONS
- 10. WHAT IF QUESTIONS
- 11. TRAP QUESTIONS



## DON'T #1 SELF-DIAGNOSIS QUESTIONS



**DEFINITION: SELF-DIAGNOSIS QUESTIONS.** 

#### **DEFN. SELF-DIAGNOSIS QUESTIONS....**

A QUESTION THAT IS ASKING THE OPINION OF YOUR BUYER, ON A DIAGNOSIS—AND ANCHORING THAT AS THE TRUE DIAGNOSIS.

THIS TYPE OF QUESTIONS REQUIRES THE BUYER TO DIAGNOSE—AND IS A SUBJECTIVE QUESTION, ON THEIR OPINION OR VIEW ON THEIR OWN SITUATION.



**EXAMPLES: SELF-DIAGNOSIS QUESTIONS.** 



**EXAMPLES: SELF-DIAGNOSIS QUESTIONS.** 



**EXAMPLES: SELF-DIAGNOSIS QUESTIONS.** 



# DON'T #2 DIGITAL QUESTIONS

**DEFINITION: DIGITAL QUESTIONS.** 

MERCHANISM CONTRACTOR

#### **DEFN. DIGITAL QUESTIONS....**

A QUESTION THAT IS ASKED SIMPLY TO CONFIRM THAT A BUYER <u>DOES</u> OR <u>DOESN'T</u> HAVE A PROBLEM- BUT GO NO FURTHER.

THIS QUESTION IS STRICTLY AFTER CONFIRMING THAT A PROBLEM EXISTS, IN ORDER TO SELL TO A BUYER-

BUT NOT AFTER DIAGNOSING IT'S SIZE, SPREAD, CAUSE ETC. – IN ORDER TO HELP THE BUYER SOLVE THE PROBLEM.



**EXAMPLES: DIGITAL QUESTIONS.** 



## DON'T #3 LEADING QUESTIONS



**DEFINITION: LEADING QUESTIONS.** 

#### **DEFN. LEADING QUESTIONS....**

A QUESTION THAT IS ASKED, TO LEAD A BUYER SOMEWHERE THAT'S ADVANTAGEOUS TO THE SELLER.

THIS IS ASKED IN ORDER TO MAKE A BUYER THINK SOMETHING, SAY SOMETHING, ADMIT SOMETHING, OR REALIZE SOMETHING—THAT EFFECTIVELY LEADS THEM DOWN A CERTAIN PATH, OR TRAIN OF THOUGHT, THAT ULTIMATELY ENDS IN THEM BUYING.

THERE IS A PRE-DETERMINED GOAL IN MIND, WITH THIS TYPE OF QUESTION....

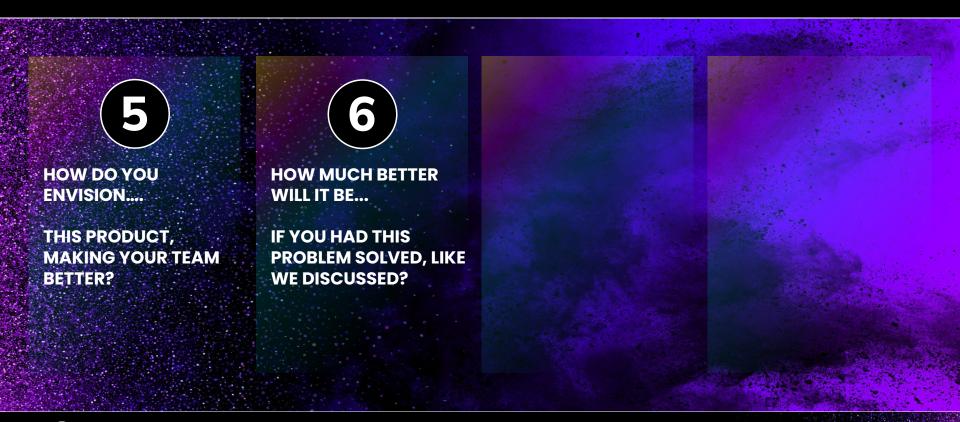
AND IS AFTER A SPECIFIC ANSWER, THAT CONVINCES THEM THAT THEY SHOULD BUY.



### DON'T #3.... EXAMPLES: LEADING QUESTIONS.

3 WHAT DO YOU THINK **HOW BADLY HAS** DO YOU THINK THAT DO YOU THINK THAT WILL HAPPEN.... THAT.... YOU'RE HAVING.... THE PROBLEM.... IF YOU LET THE **AFFECTED YOUR TEAM** WILL GET BETTER, IF THIS PROBLEM, PROBLEM FESTER? **OVER THE YEARS?** YOU DON'T SOLVE IT? BECAUSE OF \_\_\_?

**EXAMPLES: LEADING QUESTIONS.** 



## DON'T #4 SUBJECTIVE QUESTIONS



**DEFINITION: SUBJECTIVE QUESTIONS.** 

#### **DEFN. SUBJECTIVE QUESTIONS....**

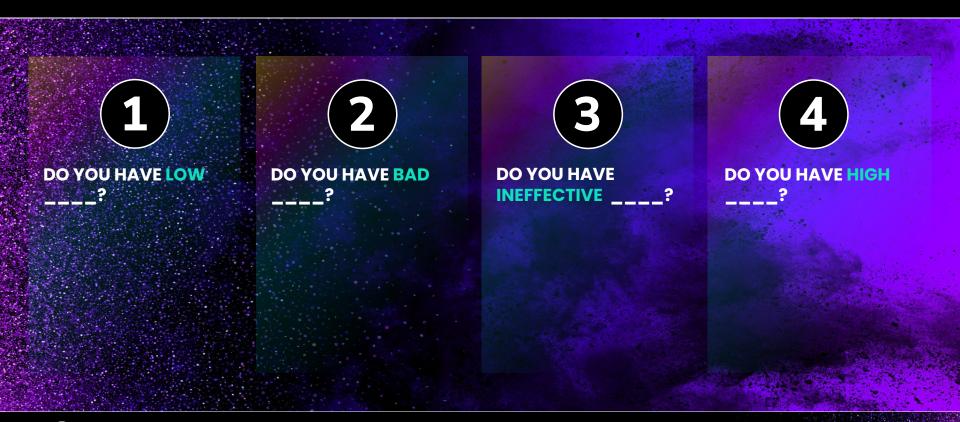
A QUESTION THAT INCLUDES A SUBJECTIVE, NON-QUANTIFIABLE TERM— THAT REQUIRES THE BUYER TO INTERPRET THE SUBJECTIVE TERM, TO ANSWER THE QUESTION.

THIS ISN'T A QUESTION THAT IS BEREFT OF OPINION-BUT ONE THAT REQUIRES IT. (THE BUYER'S)

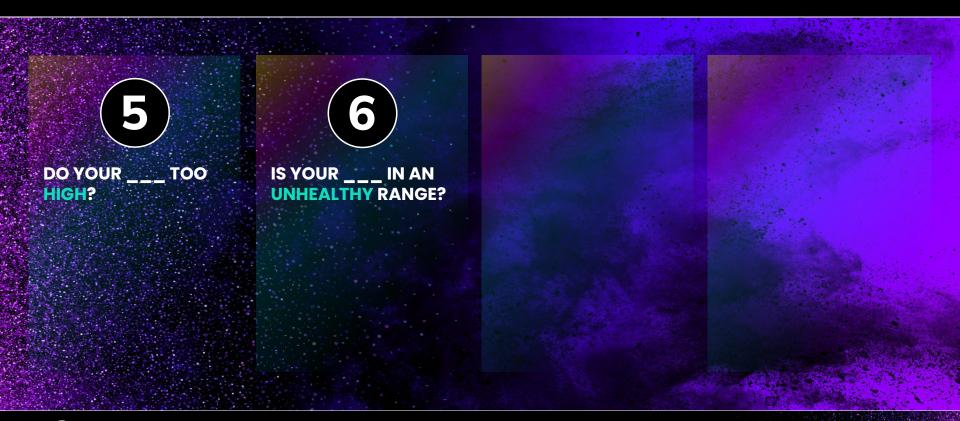
THIS QUESTION IS TYPICALLY AFTER GETTING A BUYER TO AGREE THAT A PROBLEM IS OCCURING, BUT NOT AFTER ACTUALLY SOLVING IT..... (OR IDENTIFYING ONE)

BECAUSE TO SOLVE IT, YOU WOULD HAVE TO HAVE A DEFINED AMOUNT.

**EXAMPLES: SUBJECTIVE QUESTIONS.** 



**EXAMPLES: SUBJECTIVE QUESTIONS.** 





# DON'T #5 PAIN QUESTIONS



**DEFINITION: PAIN QUESTIONS.** 

#### **DEFN. PAIN QUESTIONS....**

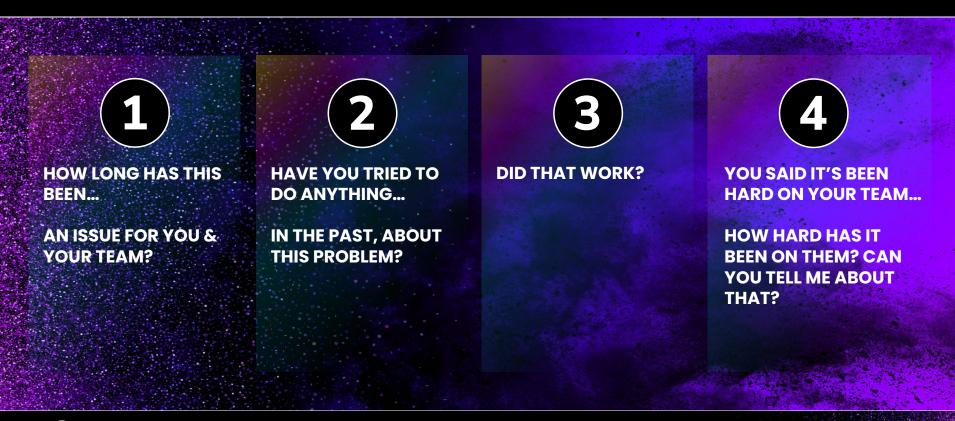
A QUESTION THAT IS STRICTLY AFTER ACQUIRING INFORMATION ABOUT A BUYER'S PAIN, IN ORDER TO EXACERBATE THE LEVEL THAT THEY FEEL THAT PAIN.

THESE QUESTIONS ARE OFTEN ASKED IN SUCCESSION – WITHOUT OBJECTIVE INFORMATION.

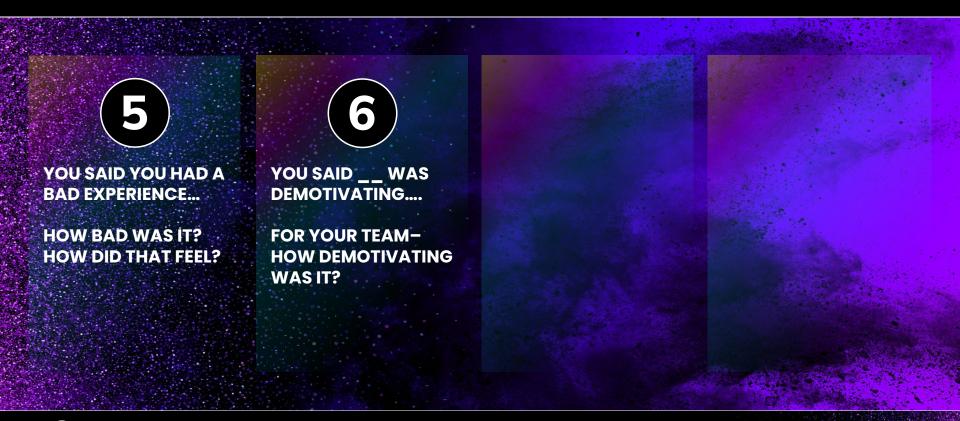
AND ARE AFTER MAKING THE BUYER <u>FEEL</u> LIKE THE PAIN IS EGREGIOUS— SO THEY <u>FEEL</u> LIKE THEY SHOULD SOLVE FOR IT, BY BUYING.

IT'S A TECHNIQUE SEEKING TO EMOTIONALLY MANIPULATE HOW THE BUYER FEELS ABOUT PAIN, NOT TO ACTUALLY SOLVE THE PROBLEM UNDERNEATH THE PAIN.

**EXAMPLES: PAIN QUESTIONS.** 



### DON'T #5.... EXAMPLES: PAIN QUESTIONS.



# DON'T #6 BLAMING QUESTIONS

**DEFINITION: BLAMING QUESTIONS.** 

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#### **DEFN. BLAMING QUESTIONS....**

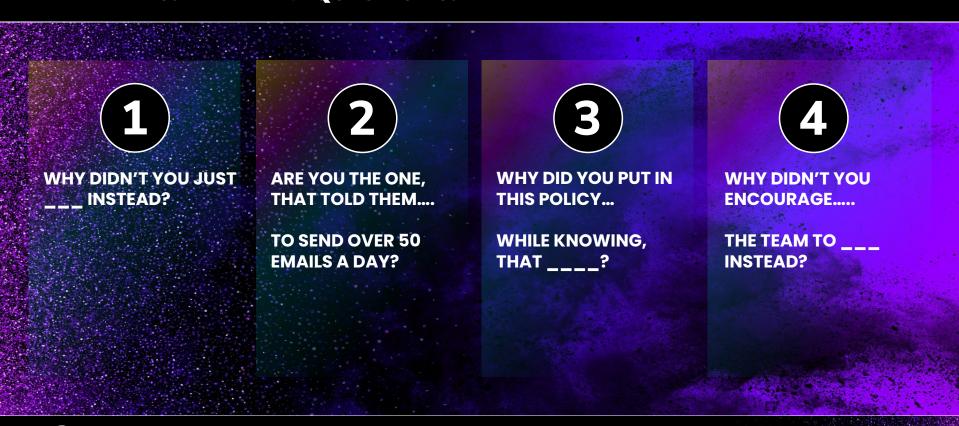
A QUESTION THAT IS DESIGNED TO ASSIGN BLAME OF AN ACTION, TO THE BUYER THAT YOU'RE ASKING.

THIS QUESTION IS NOT MEANT TO UNDERSTAND THE CONTEXT OF A PROBLEM—WHAT MADE IT ARISE, OR THE ROOT CAUSE.

THIS QUESTION IS STRICTLY AIMED AT ASSIGNING THE ACCOUNTABILITY OF THE PROBLEM, & THE GUILT OF IT'S OUTPUT, ON THE BUYER.



### DON'T #6.... EXAMPLES: BLAMING QUESTIONS.



## DON'T #7 CONFIRMATION QUESTIONS



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**DEFINITION: CONFIRMATION QUESTIONS.** 

#### **DEFN. CONFIRMATION QUESTIONS....**

A QUESTION, THAT IS STRICTLY AFTER GETTING A BUYER TO AGREE WITH A SELLER, ON A CERTAIN VIEWPOINT/OPINION/FACT— THAT ADVANCES THE BUYER "LOGICALLY", TO A PLACE WHERE THEY SHOULD BUY.

THIS QUESTION ISN'T AFTER GENERAL COMPREHENSION ON WHETHER A BUYER BELIEVES SOMETHING—

IT'S TO GET A BUYER TO AGREE TO SOMETHING, THAT IS A STACKING PIECE INTO THE ULTIMATE CONCLUSION, THAT THE BUYER SHOULD BUY.



#### **EXAMPLES: CONFIRMATION QUESTIONS.**



## DON'T #8 IF QUESTIONS



**DEFINITION: IF QUESTIONS.** 

#### **DEFN. IF QUESTIONS....**

A QUESTION, THAT IS PRECEDED BY THE WORD "IF" AS A QUALIFIER TO THE QUESTION—DENOTING THAT THERE IS INFORMATION THAT THE SELLER IS MISSING, & THAT THEY DON'T ACTUALLY CARE IS MISSING.

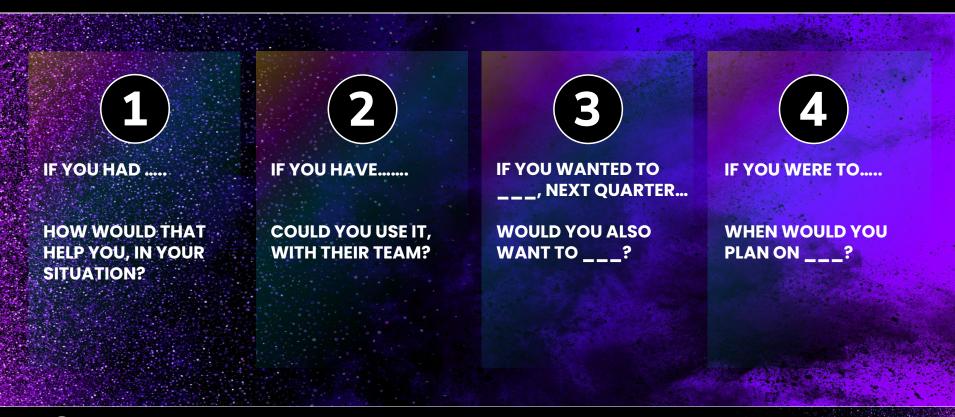
THIS IS A CONDITIONAL QUESTION—THAT HAS 1 OF 2 BAD MOTIVES:

- EITHER GETTING A BUYER TO AGREE TO SOMETHING, WITH CONTINGENCY.
- OR ASKING A QUESTION IN IGNORANCE OF INFORMATION, THAT THE SELLER <u>SHOULD</u> KNOW TO ASK THE QUESTION....

AND IF THEY ARE IN THE SPOT OF ASKING, SHOULD STOP & ASK THE PRECEDING QUESTION THAT IS NECESSARY, PRIOR TO THE QUESTION THEY'RE ASKING.



**EXAMPLES: IF QUESTIONS.** 



### DON'T #8.... EXAMPLES: IF QUESTIONS.



## DON'T #49 "HAVE YOU EVER..." QUESTIONS

#### DON'T #9....

**DEFINITION: "HAVE YOU EVER..." QUESTIONS.** 

#### **DEFN. "HAVE YOU EVER..." QUESTIONS....**

A QUESTION TO DIRECTLY PUT THE THOUGHTS, ASSUMPTIONS, & BELIEFS, OF THE SELLER..... DIRECTLY INTO THE THOUGHT TRAIN, OF THE BUYER.

THIS QUESTION IS TAKING ANYTHING YOU BELIEVE AS THE SELLER—AND PRECEDING YOUR THOUGHT WITH... "HAVE YOU EVER THOUGHT....", OR "DO YOU THINK THAT IT WAS.....".

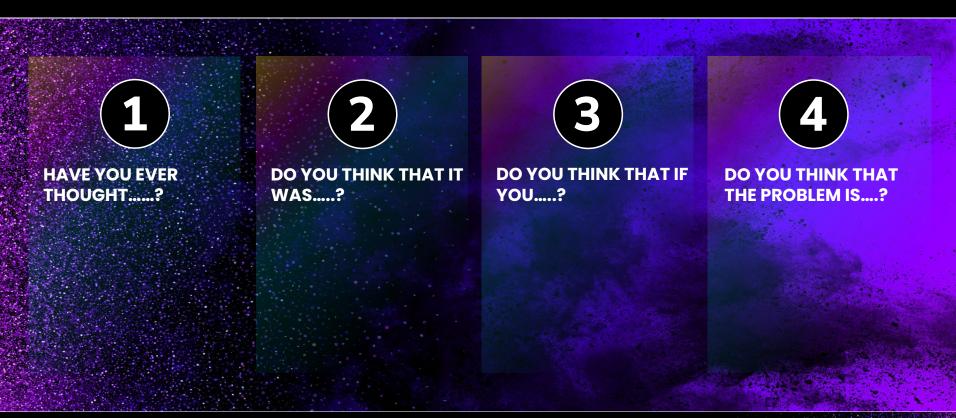
THIS QUESTION IS A DIRECT LEADING QUESTION—
AND ISN'T AFTER THE AGENDA OF COMPREHENSION, OR UNDERSTANDING OF THE BUYER'S SITUATION, SO YOU WOULD BE ABLE TO HELP THEM SOLVE THE PROBLEM.

BUT IS ONLY AFTER GETTING THEM TO AGREE WITH YOUR CONCLUSION.



#### DON'T #9....

**EXAMPLES: "HAVE YOU EVER THOUGHT ABOUT..."** QUESTIONS.



## DON'T #10 WHAT IF QUESTIONS



#### DON'T #10....

**DEFINITION: WHAT IF QUESTIONS.** 

#### **DEFN. WHAT IF QUESTIONS....**

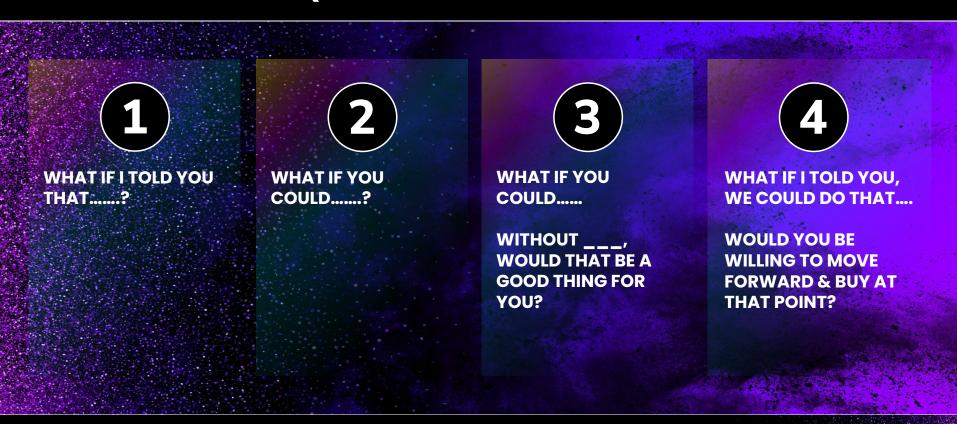
A QUESTION THAT IS MEANT TO DRAW UP A HYPOTHETICAL SCENARIO— THAT IS ADVANTAGEOUS TO THE BUYER, SO THEY BELIEVE IT'S POSSIBLE & BUY.

THIS QUESTION IS <u>NOT</u> AFTER ACQUIRING INFORMATION, THAT WILL HELP IN DIAGNOSING THE BUYER'S SITUATION—

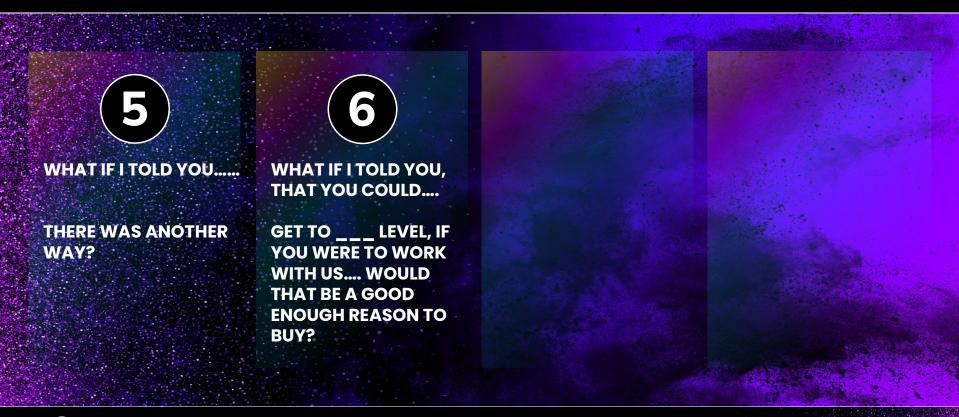
BUT IS MEANT TO OUTLINE AN IMAGE OF A "PERFECT WORLD" TO THE BUYER—SO THEY WILL AGREE TO THE WORLD, AND ADMIT THAT THE BEST ACTION, IS TO BUY.



### DON'T #10.... EXAMPLES: WHAT IF QUESTIONS.



### DON'T #10.... EXAMPLES: WHAT IF QUESTIONS.



# DON'T #11 TRAP QUESTIONS



#### DON'T #11....

**DEFINITION: TRAP QUESTIONS.** 

#### **DEFN. TRAP QUESTIONS....**

A QUESTION THAT IS MEANT TO DRAW A CERTAIN ANSWER OUT OF A BUYER—THAT LOGICALLY "TRAPS" THEM INTO THE PRACTICAL CONCLUSION, THAT THEY SHOULD BUY.

THIS IS A QUESTION, THAT IS BUILT AS AN "IF-THEN" MAP—
THAT IF THIS IS TRUE (THE ANSWER THE SELLER DESIRES OUT OF THE BUYER BY ASKING
THE QUESTION), THEN THAT (THE BUYER SHOULD BUY) HAS TO BE TRUE.

THESE QUESTIONS ARE NOT AFTER ANY KIND OF INFORMATION TO DIAGNOSE SOMETHING & ACTUALLY HELP THE BUYER – BUT IS STRICTLY AFTER GETTING THEM TO ANSWER IN THE DESIRED WAY, TO LEAD THEM TO THE (ONLY LOGICAL) CONCLUSION – THAT THE BUYER SHOULD BUY.



### DON'T #11.... EXAMPLES: TRAP QUESTIONS.

DO YOU WANT TO DO YOU WANT TO LOSE **DO YOU WANT MORE DO YOU WANT** WEIGHT? **CRUSH YOUR QUOTA?** MONEY? **FINANCIAL FREEDOM?** 

## DON'T #11.... EXAMPLES: TRAP QUESTIONS.





## THE LITMUS TESTS OF ASKING BAD QUESTIONS: THAT YOU CAN NOTICE - FROM YOURSELF.

1

WHEN THE BUYER IS ANSWERING....

A QUESTION THAT YOU JUST ASKED - YOU'RE BUSY THINKING OF YOUR NEXT QUESTION.

**(2**)

WHEN THE BUYER JUST ANSWERED....

A QUESTION THAT YOU ASKED – YOU ALMOST IMMEDIATELY FORGET THE ANSWER, THAT THE BUYER GAVE YOU.

3

YOUR QUESTIONS....

TAKE MORE THAN 15 SECONDS, TO ASK.

4

AFTER YOU ASK YOUR QUESTION....

YOU REALIZE, THAT YOU NEVER ACTUALLY ASKED A QUESTION.



5

THE QUESTION THAT YOU ASKED.....

INCLUDED A
CUSTOMER STORY, IN
THE MIDDLE OF IT.

**(6**)

YOU DIDN'T ACTUALLY
NEED THE INFO.....

IN THE ANSWER TO THE QUESTION, TO DIAGNOSE SOMETHING FOR THE BUYER. 7

THE ANSWER, THAT THE BUYER GIVES....

DOESN'T CHANGE, YOUR POINT OF VIEW, OR RECOMMENDATION TO THE BUYER. **(8**)

YOUR SOLUTION &/OR TALK TRACK....

STAYS THE SAME, REGARDLESS OF THE BUYER'S ANSWER, TO THE QUESTION.

9

WHEN THE BUYER IS ANSWERING....

YOU FEEL LIKE YOU'RE
"WAITING FOR THEM
TO FINISH" THEIR
ANSWER, <u>JUST</u> SO YOU
CAN START TALKING.

**10** 

YOU ASK A QUESTION, THAT REQUIRES INFO...

AND YOU DON'T

CHASE IT, IF THE BUYER

DOESN'T HAVE THE

INFORMATION, THE

FIRST TIME.

\*\*IT MEANS YOU DON'T NEED IT.\*\*\*

11

WHEN YOUR BUYER
GIVES AN ANSWER....

THAT IS SUBJECTIVE IN NATURE- YOU DON'T DOUBLE DOWN, TO QUANTIFY IT.

12

THE QUESTIONS YOU ASK...

ARE NEVER "BUILDING" UPON THE ANSWER, FROM THE LAST QUESTION.

13

THE ANSWERS THE BUYER GIVES....

NEVER DISQUALIFY THEM, FROM A PROBLEM IN YOUR MIND.... OR A QUESTION YOU WERE GOING TO ASK NEXT. **14**)

YOU'RE USING SALES TECHNIQUES.

15

SIDE NOTE:

YOU LOSE ALL
CREDIBILITY, THAT
YOUR AGENDA IS
CLEAN.... IF YOU DON'T
PURSUE AN ANSWER,
WHEN YOU DON'T GET
IT. OR IT DOESN'T
CHANGE YOUR RECC.

**(16)** 

THE ULTIMATE TEST OF YOUR QUESTION:

ASK YOURSELF-AM I ASKING THIS QUESTION TO BLAME, CRITICIZE, OR LEAD A BUYER SOMEWHERE... OR TO GENUINELY UNDERSTAND?



## THE LITMUS TESTS OF ASKING BAD QUESTIONS: THAT YOU CAN NOTICE, FROM YOUR BUYER.





9

THEY'RE INSISTENT ON YOU GIVING THEM....

A DEMO- ESPECIALLY ON THE FIRST CALL.

**10** 

THEY'RE INSISTENT ON YOU GIVING THEM....

COMPETITIVE
DIFFERENCES—
ESPECIALLY ON THE
FIRST CALL.

11

WHEN YOU ASK A QUESTION....

THEY ASK YOU, WHY YOU NEED THE INFORMATION/THEM TO ANSWER THE QUESTION.

12

THEY SEEM ANNOYED WITH YOU....

WHEN YOU'RE ASKING QUESTIONS, OR DOING A NORMAL AMOUNT OF DISCOVERY.

13

YOU DISCOVER SURPRISE INFO....

ON A CALL, WITH OTHERS, THAT YOU WEREN'T EXPECTING.

**14** 

A NEW BUYER JOIN ONE OF YOUR CALLS.....

AS A SURPRISE-AND THEY DON'T GIVE YOU A HEADS UP, BEFOREHAND. 15

THE GENERALLY SPEAKING....

DON'T GIVE YOU ANY INFORMATION ABOUT WHAT THEY'RE THINKING- DEAL STATUS- OR TIMELINE.

#### QUESTION "DEFAULTS": THAT YOU CAN USE, IF & WHEN YOU FREEZE.

## QUESTION DEFAULTS AFTER A STATEMENT.

## QUESTION DEFAULT #1.... AFTER A STATEMENT.



### QUESTION DEFAULT #2.... AFTER A STATEMENT.



### QUESTION DEFAULT #3.... AFTER A STATEMENT.



### QUESTION DEFAULT #4.... AFTER A STATEMENT.



### QUESTION DEFAULT #5.... AFTER A STATEMENT.



### QUESTION DEFAULT #6.... AFTER A STATEMENT.

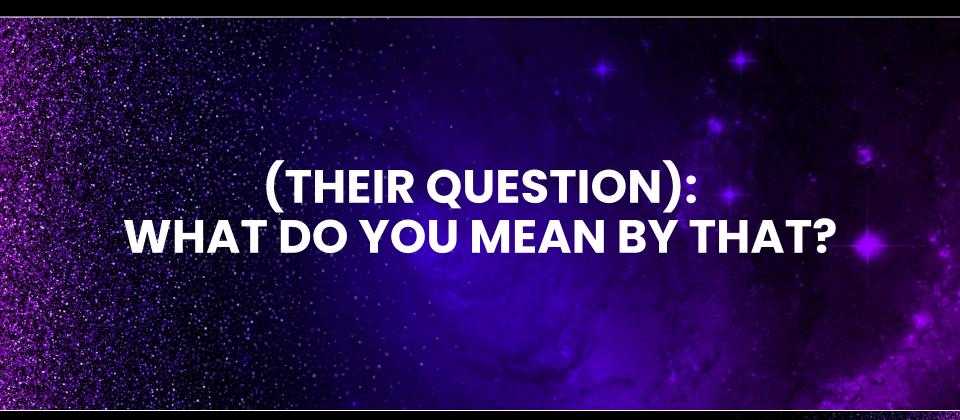


### QUESTION DEFAULT #7.... AFTER A STATEMENT.



## QUESTION DEFAULTS AFTER A QUESTION.

## QUESTION DEFAULT #1.... AFTER A QUESTION .



## QUESTION DEFAULT #2.... AFTER A QUESTION .



## QUESTION DEFAULT #3.... AFTER A QUESTION .





#### WHAT YOU SHOULD DO:

IF YOUR PROSPECT,
DOESN'T HAVE THE INFORMATION.



### WHAT SHOULD YOU DO..... IF YOUR BUYER: DOESN'T HAVE THE INFORMATION.

- 1. THEY DON'T KNOW IT-BY HEART.
- 2. THEY DON'T HAVE IT READILY AVAILABLE.
- 3. THEY DON'T KNOW IT AT ALL.
- 4. THEY CAN'T GET ACCESS TO IT.
- 5. THEY CAN'T- GIVE YOU ACCESS TO IT.
- 6. THEY DON'T HAVE IT BUT SOMEBODY ELSE DOES.
- 7. THEY WON'T GIVE IT TO YOU.



THEY DON'T KNOW IT: BY HEART.



#### WHAT IF THERE'S NO INFO..... SCENARIO #1: THEY DON'T KNOW IT- BY HEART.

- 1. LOOK IT UP, ON THE CALL WITH THEM.
- 2. GUIDE THEM THROUGH, WHERE THEY SHOULD LOOK.
- 3. SAY "IT'S OK MOST PEOPLE DON'T KNOW IT."
- 4. SAY "YOU WOULDN'T HAVE KNOWN THIS IF IT WAS YOU."
- 5. OR WHY WOULD THEY KNOW THIS INFO?
- 6. MAKE GATHERING THAT INFO A POINT OF THE CALL.



THEY DON'T HAVE IT: READILY AVAILABLE.



#### WHAT IF THERE'S NO INFO..... SCENARIO #2: THEY DON'T HAVE IT - READILY AVAILABLE.

- 1. (TRY TO) LOOK IT UP WITH THEM, ON THE CALL.
- 2. DO YOU MIND SHARING YOUR SCREEN? (IF YOU'RE COMFORTABLE)
- 3. IF THERE'S RESISTANCE-SAY THE (OBJECTIVE) REASON YOU ASK.
- 4. ASK THEM IF THERE'S SOMEONE LOWER YOU CAN "OUTSOURCE THE INFORMATION DIG TO".

# SCENARIO #3 THEY DON'T KNOW IT: AT ALL.



#### WHAT IF THERE'S NO INFO..... SCENARIO #3: THEY DON'T KNOW IT - AT ALL.

- 1. SUGGEST LOOKING IT UP, ON THE CALL WITH THEM.
- 2. BE PATIENT, WHILE THEY'RE LOOKING FOR IT.
- 3. DO YOU MIND SHARING YOUR SCREEN? (IF YOU'RE COMFORTABLE)
- 4. IF THERE'S RESISTANCE SAY THE (OBJECTIVE) REASON YOU ASK.
- 5. ASK THEM IF THERE'S SOMEONE LOWER YOU CAN "OUTSOURCE THE INFORMATION DIG TO".



THEY CAN'T:
GET ACCESS TO IT.



#### WHAT IF THERE'S NO INFO..... SCENARIO #4: THEY CAN'T - GET ACCESS TO IT.

- 1. ASK THEM IF THERE'S SOMEONE ELSE— YOU CAN GO TO FOR IT.
- 2. ENCOURAGE THIS IT WILL LOWER THEIR TIME INVOLVEMENT.
- 3. YOUR SIDE—IT GIVES YOU ACCESS TO ANOTHER PERSON AT THE ORG.
- 4. IF THEY DON'T KNOW— GIVE THEM AN EXAMPLE, OF WHO IT NORMALLY IS AT THE ORG, THAT HAS THE RIGHT INFORMATION.

THEY <u>CAN'T</u>:
GIVE YOU ACCESS TO IT.



#### WHAT IF THERE'S NO INFO..... SCENARIO #5: THEY CAN'T - GIVE YOU ACCESS TO IT.

- 1. SUGGEST AN NDA—-> AND NORMALIZE IT.
- 2. IF IT'S REALLY IMPOSSIBLE: GIVE THEM "RANGES" FOR OUTCOMES.
- 3. TELL THEM: WHAT IT PREVENTS YOU FROM DOING WITH THEM.
- 4. TELL THEM: HOW THIS MIGHT HURT YOU/THEM, IF YOU DON'T HAVE IT.

THEY DON'T HAVE IT:
BUT SOMEBODY ELSE DOES.



#### WHAT IF THERE'S NO INFO..... SCENARIO #6: THEY DON'T HAVE IT—BUT SOMEBODY ELSE DOES.

- 1. ASK IF THEY MIND—-> THAT YOU REACH OUT, TO THE RIGHT PERSON.
- 2. IF THEY SUGGEST AN INTRO-SUGGEST THAT YOU DO IT YOURSELF.
- PITCH IT AS YOU "TAKING IT OFF THEIR HANDS".
- 4. IF THEY'RE NOT COMFORTABLE—OFFER TO GHOSTWRITE IT FOR THEM.
- 5. IF NOT-THEN WAIT THE INTRO FROM THEM.



THEY WON'T:
GIVE IT TO YOU.



#### WHAT IF THERE'S NO INFO..... SCENARIO #7: THEY WON'T - GIVE IT TO YOU.

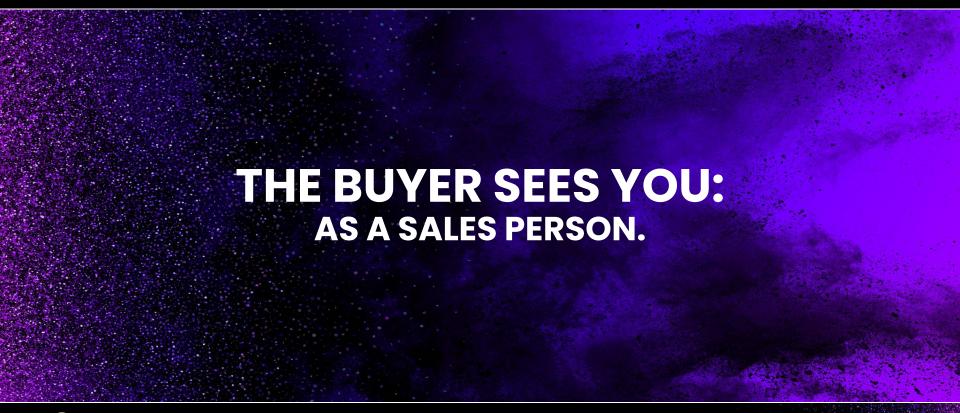
- 1. TRY TO ADD VALUE.... <u>FAST</u>.
- 2. GIVE "OPTIONS" ON THE ANSWERS.
- 3. FIND A STAT- THAT'S RELEVANT, QUICKLY.
- 4. GIVE THE REASONING: BEHIND THE ASK.
- 5. ASK SHORT WINDED QUESTIONS SAY YOUR BEST GEUSS. BUT THAT "YOU'RE NOT COMPLETELY SURE", BECAUSE OF LACK OF INFO.
- 6. IF THEY'RE STILL PLAYING TOUGH— CALL THEM OUT ON IT.
- 7. RARE-BUT IF THEY'RE TOXIC, CUT IT OFF.



# WHAT HAPPENS IF I DO ASK THESE BAD QUESTIONS?













#### SO, WHAT HAPPENS IF I <u>DO</u>..... END UP ASKING <u>BAD</u> QUESTIONS.









#### SO, WHAT HAPPENS IF I <u>DO</u>..... END UP ASKING <u>BAD</u> QUESTIONS.







#### **IN SUMMARY...**





#### THE END.

