



Raw Reminder: *How to Carry On a Conversation With Almost Anyone*

Grant:

Whether you are a Raw Recruit or a full-blown Agent in the Raw, you will have to carry on conversations. Some conversations you want to carry on and others you don't, but neither here nor there, you need to be equipped and ready to talk.

Most people are not conversationalists. They don't know what to talk about or how to get to know someone. Some times they were just not born with talking in their personality. Some times they were born with it (like me!), but they do not know how to interact. (It's called a DIALOGUE, people!)

Jason:

No worries, we got you covered. Here is the summary of how to carry on conversations. Also, if you are reading this because you are on the Principle in the Raw of 'Be-Get!', then be sure to read this to the end.

THE RULES

You ever had that conversation that went like this?

Them: *Hey,..[forgets your name] you,...how are you?!*

You: *Great. Things are awesome. You? How are [forget their name] ...you?*

Them: *Good. Good.*

Long Pause.

Both, walking away sheepishly: *Ok, see ya'!*

Grant:

Maybe you never have interactions THAT bad. I have. I still do to this day.

Jason:

Uh, *I* am the introvert. I definitely have. I have found that conversations like this are usually the result of breaking the one rule.

Grant:

I know we named this section 'The Rules', but there really is only one rule.

Jason:

“Ask Questions!”

If there were a second rule, it would be

“Ask More Questions!”

In fact there IS a third rule.

“Ask MORE stinkin' Questions, Fool!”

Grant:

Yes, you have to learn how to continue to ask questions. It really is the only rule there is to carrying on conversations with anyone. Ask questions. I am always amazed at how people don't know that the key to conversation is to just ask questions.

Jason:

Now, *what* should you be asking about? We love the F.O.R.D. method. You may have heard of it. This Raw Reminder is to simply keep F.O.R.D. in mind when asking questions.

F.O.R.D. stands for Family, Occupation, Recreation, Dreams.

Ask a question about Family. Let them talk. Listen. When they seem like they are winding down on that one, ask them another Family question. When that is winding down, then ask them a question about Occupation.

Learn. Absorb who they are. Listen to the things they care about.

Grant:

Now, either they will pick up what you are doing and start asking you questions back. Or they may not. Either way, you can do your part as an interested party and learn as much about them as possible.

THE MAYOR INTERVIEW

Jason:

If you are reading this because you are getting ready for your interview with the mayor, going prepared with the F.O.R.D. method and the One Rule of Conversation should carry the day.

But, **you really do not want to waste the mayor's time**, or anyone's time in general.

Grant:

Whether it's the mayor, a local or state rep, or just a prominent person in your field, you should take a few moments to prepare some questions for them in their field.

If it is a politician, look up their website and find out their positions on certain issues of the day. Ask them about those things when it comes to Occupation questions. If it is a business person, ask them questions about their business influences.

Jason:

Here are some questions for you:

Family:

- Were you born here?
- Is your family here?
- What brought you to the area?
- Are you kids in school/college around here?

Occupation:

- What got you into politics/business/area of expertise?
- What are your greatest influences?
- What are you studying or reading on right now?
- Why did you choose this particular model/position/modus operandi?

Recreation:

- Do you ever have a chance to unwind? It's pretty demanding, huh?
- What do you and the family do?
- Do your kids play any sports?
- Are you still able to find time to work out/play golf/travel/etc.?

Dream:

- What is the vision for your office/business/career in 5 years? 10?
- If you could have done it all again, what would you do differently?
- If you had unlimited resources, what would you do with the city/your business/etc?

CLOSING TIME

Jason:

Now, what happens if time comes to close down? Maybe the discussion carries on and coffee time is wrapping up. Perhaps they grow uncomfortable with someone as confident as you appear. This happens, people!

Maybe you both simply do not synergize. Believe me, it happens. No worries. No harm. No foul.

Learn how to close genuinely and quickly.

“Well, thank you for your time. I didn’t mean to steal away so much of your time. I wanted to get to know you, and I appreciate your time.”

Grant:

I always try to add the phrase, “if I can serve you in any way, let me know.” I do this because it leaves things very open, non-committal for them, and let’s them know that I do not expect anything *from* them but only with them well.

Shake their hand and move on!

Sometimes meetings are successful. Sometimes they are not. Do not beat yourself up if it does not go well. Try again with someone else and learn!

Jason:

Congratulations on a successful meeting! Go to our website www.principlesintheraw.com and let us know how it went under the ‘Gutting It Out’ section.

Thanks for taking your growth seriously by reading this Raw Reminder!
Good luck and we look forward to hearing how it goes.

Jason & Grant
Agents of the Raw