Module
42

P2P ACADEMY | LAUNCH

Overview

In every fact finder, you must work to create an experience that results in your prospects having 3 distinct feelings at the end of the meeting. In order to accomplish this, you must become a master in the art of asking great questions. Jim gives the questions he used to open his FFs – which are full of DNA. He also shares 3 key themes that span all of his teachings on fact finding.

This module is focused on Fact Finding and includes content that is purposefully repeated in the one-year Launch curriculum.

Facilitator Pre-Work

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It is critically important that you carve out 20-30 min. of time prior to leading a Launch session to do the following:

1) Review the Guide below.
2) Watch the videos from the PRIOR MODULE (so you are prepared to lead the Homework Debrief), as well as the videos from THIS MODULE.

Review

Review Homework from Previous Module

Last week was a Mastery Challenge module – where advisors were called to the "hot seat" to demonstrate certain language and given feedback from a judge. Open by playing the **Mastery Challenge Debrief** video. Have some brief discussion about Jim's message, and what they felt/learned from their experience in the Mastery Challenge.

Watch

Watch the Module 42 Videos (approx. 10 min. total)

1) The Introduction
2) Asking Great Questions
3) Questions on the Career
4) Fact Finding Themes

Discuss

Questions/Topics to Create Discussion/Dialogue

- Review the 3 feelings we are trying to create in every fact finder. What are some of the ways you feel you are already successfully doing this? How could you improve?
- For those who have heard this content already in the Launch cycle, ask how many are using the Opening Questions Jim shared in every single FF. What results are they experiencing?
- Talk about how you balance slowing down, seeking to understand, and asking great questions while keeping the meeting on track (so your FFs don't take 2 hours).
- Call an advisor forward to role play any section of the FF you like. The advisor should answer with their own info. The goal is for you to demonstrate asking the ""? to the ? to the ?" until you uncover what you need in that section.

Role Play

Role Play

Put your advisors in pairs and have one play the role of advisor and one play the prospect. Have them role play the opening section of the FF – from Jim's question about what they learned from their parents about money, through Hobbies and Interests. The prospect should answer in his or her own real-life experience. Then have them switch.

Ask the following questions to debrief:

- How did you feel when you were answering the questions? What did you learn about yourself?
- How well did you feel your "advisor" used the "? to the ? to the ?" technique to truly understand your story?

Assign

Assign Homework

1) ***Repetition is the mother of all learning.*** Watch these videos at least 3 times in the week ahead.
2) Practice using the ? To the ? To the ? Technique in this week's FFs. Bring at least SPECIFIC example of something you learned that you feel the prospect had likely never shared with anyone else.

Attention Trainers: We need your feedback!

Let us know if this was a ***** module, or if you found discussion harder to generate than other modules.
If you find an error, or if you have any ideas to make this module better – please reach out! Info@JimEffner.com