

"The Dan Sullivan Question"

Monday May 13, 2019

- **Plan ahead** - we will be doing a Facebook Bot training starting in June
- Next TNL – Tuesday, May 14th at 7:30 PM CT at Mannatech Corp offices and www.allaboutmannatech.com.
- Are you in the Achievers Club?
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Are you preparing for the Mannatech Purge on May 25th?
- Check out the NEW Premiere 7 Sales Scripts in the library
- Mannapaloussa, June 22nd at Mannatech Corp offices or www.allaboutmannatech.com.
You don't want to miss the event!

Book by Dan Sullivan

1. The Question

- a. A man was interested in a program but then made one final statement: "I'm 90% there. I just want to hear it from you. I'd like you to explain it before I decide."
- b. Dan Sullivan replied that he just wanted to ask one question first:
"If we were having this discussion three years from today, and you were looking back over those three years, what has to have happened in your life both personally and professionally, for you to feel happy with your progress?"
- c. Long silence to which nothing was said, then...he talked 23 minutes straight. Finished by signing up with this program.
- d. The man did all the talking...it was all about him.
He had wanted **clarity, confidence and capability**...and in answering the question, he found all three.
- e. The author feels this Question is the most important question in the world.

2. Break down the conversation into Five parts

- a. The author provided an answer that was a question.
The man was expecting a sales pitch...everyone does that today...so STOP IT. You differentiate yourself by asking a question.
It makes the person think in a way that perhaps they never have before.
- b. The author asked the question and then shut up.
Being a simple question to understand, it does make the person think and then respond. It is a question that requires the person to visualize. What is most important to them over that time.
The question allows their imagination to take over...it really gets the person thinking. Their natural ability to visualize will take over.
- c. The person answered the question.
Found that people answer three different ways:
 - 1) As "users"...provide a substantial answer.
 - 2) As "confusers"...these are people who do not have a future they can imagine.

Their minds may not work in a visual way, and if they cannot answer, then there is nothing you can do for them.

3) As "refusers"...there are about 5% of the people who will not respond to a question like this. This saves you a lot of time in trying to establish a relationship where there is none. Some might even say "I don't even know you why should I answer."

Your answer:" I appreciate the opportunity to ask this question. I wanted to see if there is any way I could be useful to you in your future. Obviously, by your answer I can't."

The vast majority see the question as a unique and valuable opportunity to think about things in a new way, better and different way.

d. The question answers many questions

You create the opportunity and framework for the person to answer all his own questions.

The main challenge for people today is to adjust to the continuous complexity of all areas of life.

3 major problems: People are in danger of experiencing

- 1) greater *confusion*
- 2) greater *isolation*
- 3) greater *powerlessness*

as the world changes around them.

So, the value is in the person getting the answer from within.

This question allows them to transform confusion into clarity, isolation into confidence, and powerlessness into capability.

e. The question leads to decisions and achievements.

When a person can verbalize this information from 1 question, they start to see it and believe it.

The question creates the framework for individuals to create their own answers.

The Special question has to contain 4 crucial ingredients:

- 1) If we were having this discussion...
- 2) Three years from today...
- 3) Looking back over the three years...
- 4) For you to feel happy...

3. The Great Conversation...the second question

a. The DOS part of the conversation:

D: DANGERS

O: OPPORTUNITIES

S: STRENGTHS

b. ***“Specifically, what dangers do you have now that need to be eliminated, what opportunities need to be captured, and what strengths need to be maximized?”***

c. Making use of fear, excitement and confidence.

These three emotions, in particular, motivate most of our thinking and achievement.

- 1) Fear of losing things...dangers.
- 2) Excitement of gaining new things (opportunities) that are important to us.

3) Confidence from capabilities and resources (strengths) we already possess.
"The DOS conversation builds a framework around this motivating process inside all of us so that our emotions and imagination, in alignment, enable us to create increased clarity, confidence and capability."

This allows for a real sense of simplicity in a very complex environment.

4. The DOS Entrepreneurs

- a. What is it worth for people to have a process for moving from paralysis in their life to motivation?
- b. What is it worth to move quickly from a sense of confusion, isolation, and powerlessness to one of clarity, confidence, and capability?
- c. What is it worth to achieve an ongoing simplicity in a world of escalating complexity?
- d. What is it worth to have an evolving personal framework for always being clear about your most important personal truths?
- e. "You go from being a peddler of products that anyone could sell to being a designer of other people's progress."

5. Questions about the Question

- a. Is this question only for entrepreneurs?
- b. What if I'm too scared to ask it?
- c. What if the first 10 people I ask refuse to answer?
- d. What if asking the question destroys the relationship and/or opportunity?
- e. Why do I want to know about their issues that I can't solve?
- f. Is this approach only good for personal, one-on-one relationships and situations?
- g. Why three years?
- h. Why the words "happy with our progress?"
- i. If I use the question consistently for 20 years, what will happen to me?