

Lesson 16 - Recap

The Sweeney 22

- Before making a sales call or embarking on any type of business dealing, you need to figure out, ahead of time, what problems or pain that person may be experiencing. Then cast yourself in the role of presenting solutions to his or her problem or pain.
- Little gestures mean a lot. They are a way to serve others and help you differentiate yourself.
- Another way of differentiating yourself is by returning phone calls, texts, and e-mails in a timely manner. Being on time for meetings or calling if you're going to be late are also actions that speak volumes regarding your conscientiousness.
- When you're conducting business with another party, those on the other side of the table are consciously or subconsciously asking themselves three questions:
 1. Do you really care for me, or are you trying to peddle a product?
 2. Are you competent? Can you and your company really help me?
 3. Can I trust you? Are the claims you're making reliable and reasonable?
- The Sweeney 22, a questionnaire with 22 questions, will help you develop rapid rapport and connect personally and professionally with those you know in the business world.
- When using the Sweeney 22, you can add or substitute questions but the point is that doing business requires developing a relationship and expressing interest in those you interact with.
- Finding out more about a person gives you a chance to make an impression in a creative way that doesn't cost a whole lot of money.

The Sweeney 22 to learn more about a person

1. Birthdate and location

2. Parents' names and occupations

3. Number of siblings

4. Names, sex, and order of siblings

5. Any nicknames of siblings

6. Memorable childhood experience

7. High school attended

8. Extracurricular activities in high school

9. College attended/graduate degrees/majors

10. Extracurricular activities in college/grad school

11. Career timeline

12. Marital status

13. Kids' names and ages

14. Spouse's name and occupation

15. Spouse/kids' hobbies/passions

16. His or her hobbies/passions

17. Most memorable adulthood experience

18. Favorite drink

19. Favorite food

20. Life's philosophy/mantra

21. Greatest life-changing moment

22. Any other unique information

