

ELICITATION CONVERSATION FLOW

GUIDE THE CONVERSATION. UNCOVER WHAT MATTERS.

Elicitation is the art of drawing out information without asking direct questions. Use natural conversation, targeted prompts, and psychological triggers to get others to reveal what they know.

PEOPLE
INFORMATION
ACCESS
ADVANTAGE

1 SET THE STAGE

Open-ended, non-threatening topic.

Start with a neutral subject to build rapport and create a comfortable conversation environment.

EXAMPLE TOPICS

- Travel
- Industry trends
- The local area
- Shared interests
- General work life

"So, how have you been finding the transition to the new office?"

OPERATIVE MINDSET



BE NATURAL

Keep it conversational.



CREATE COMFORT

Lower their guard.



USE INDIRECT PATHS

Guide, don't interrogate.



LISTEN MORE

Let them fill the gaps.

2 USE FLATTERY

"You seem to know a lot about this..."

Give genuine, specific praise to encourage the other person to share their knowledge and experience.

MAKE IT SPECIFIC

- Reference their role
- Mention a recent achievement
- Compliment their insight

"You seem to know a lot about this industry. How did you get involved with it?"

3 USE A PROVOCATIVE STATEMENT

"It's a shame that project is so far behind schedule."

Make a neutral or slightly provocative statement to prompt a correction, adding details you're looking for.

"It's a shame that project is so far behind schedule."

"Actually, we're only a few weeks behind because..."

KEEP IT NEUTRAL

- Use industry news
- Reference a rumor
- Comment on a visible issue
- Let them correct you

4 USE FEIGNED IGNORANCE

"I don't understand the technical side, can you explain...?"

Admit a lack of knowledge to invite a detailed explanation. People often enjoy teaching what they know.

KEEP IT CREDIBLE

- Be honest about your background
- Ask for a simple explanation
- Encourage them to elaborate

"I don't understand the technical side, can you explain how that works?"

5 USE BRACKETING

"Is the budget closer to \$1 million or \$5 million?"

Offer a range to make it easier for them to provide specific information without feeling they're revealing too much.

TAILOR THE RANGE

- Use realistic numbers or options
- Narrow as the conversation progresses
- Let them refine the details

"Is the budget closer to \$1 million or \$5 million?"

"It's closer to \$3 million, but..."



DESIRED RESULT

- ✓ They share key details
- ✓ You gain valuable insight
- ✓ The information comes from them, not you
- ✓ The conversation remains natural
- ✓ You maintain the relationship

"THE RIGHT CONVERSATION OPENS DOORS."

[RDCTD]

TRADECRAFT
PEOPLE
INFORMATION
ADVANTAGE