

# ELICITATION CHEATSHEET

[Based on techniques taught in Confidential: Business Secrets, Getting Theirs - Keeping Yours (ISBN 097213560X) by John Nolan]

NATURAL HUMAN CHARACTERISTICS AND WEAKNESSES THAT CAN BE EXPLOITED				KEYS TO SUCCESS
<b>People Tend to:</b> 1) Have a desire or <b>NEED</b> for <b>RECOGNITION</b> 2) <b>BE MODEST</b> or downplay their role in a success 3) <b>CORRECT OTHERS</b> when wrong 4) Want to <b>PROVE OTHERS WRONG</b> 5) <b>NOT MIND DISCUSSING THINGS THAT ARE NOT THEIR DIRECT CONCERN</b> 6) Appreciate and even <b>SEEK OUT THOSE WHO WILL LISTEN</b> (Lack of Listening Ears) 7) <b>GOSSIP</b> 8) <b>BE UNABLE TO KEEP SECRETS</b> 9) <b>UNDERESTIMATE THE VALUE OF INFORMATION</b> they are providing 10) <b>UNDERESTIMATE THE ABILITY OF THE RECIPIENT TO UNDERSTAND</b> the information they provide 11) <b>WANT TO BE RECOGNIZED AS AN EXPERT</b> in their field (No matter what the field) 12) <b>NEED TO SHARE</b> their knowledge (Especially professionals who are occupationally used to Advising, Teaching, Correcting, Substantiating, or Challenging others) 13) <b>BE INDISCREET WHEN NOT IN CONTROL OF THEIR EMOTIONS</b> 14) <b>SHARE CONFIDENCES</b> with or <b>"SHOW OFF"</b> their expertise <b>TO ANOTHER PROFESSIONAL</b>				1) RESEARCH 2) PLAN 3) SCRIPT 4) REHEARSE
				<b>ELICITATION TECHNIQUES</b>
				1) PROVOCATIVE STATEMENT
				2) QUID PRO QUO
				3) FLATTERY
				4) EXPLOITING THE INSTINCT TO COMPLAIN
				5) WORD REPETITION
				6) QUOTATION OF REPORTED FACTS
				7) NAIVETE
				8) OBLIQUE REFERENCE
				9) CRITICISM
				10) BRACKETING TECHNIQUES
				11) FEIGNED OR REAL DISBELIEF
				12) PURPOSELY ERRONEOUS STATEMENT
MOST SUSCEPTIBLE SOURCES		LEAST SUSCEPTIBLE SOURCES		
TYPE	REASON	TYPE	REASON	
FACTORY WORKERS	They tend to not receive training or reinforcement in Non-Disclosure and many times must fight for recognition as being important.	DOCTORS	They tend to take their obligation of confidentiality seriously. The best approach with them is to speak as a professional, to another professional, to get them to draw on their personal experiences.	
MINOR GOVERNMENT OFFICIALS		LAWYERS		
SALES AND MARKETING PEOPLE	They tend to be arrogant and speak a lot.	CLERGY		
PROFESSORS AND TEACHERS	They have the tendency to educate others (even outside of the classroom)			

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TECHNIQUE	PURPOSE	USAGE
<b>PROVOCATIVE STATEMENT</b>	1) To engender a question directed to you by the source 2) It is a precursor to use another technique	Placed at the outset of the conversation, or at a natural point in the middle. Almost all of the other techniques can be initiated through a Provocative Statement. USEFUL COMBOS: 1) PROV AND QUID PRO QUO 2) PROV AND NAIVETE 3) PROV AND DISBELIEF 4) PROV AND CRITICISM
<b>QUID PRO QUO</b>	Draws on the willingness of people to reciprocate information, or the desire to “one up” you.	Must select a leading piece of information that will naturally compel the source to speak about himself. It is best to speak on a topic that you have in common with him/her (i.e. the military) to draw out a “professional” conversation.
<b>FLATTERY</b>	Draws on the natural desire to be Modest. **NOTES: --Flattery has the least suspicion when used by a Female to another Female. --Flattery has the most suspicion when used by a Male to another Male. --Depending on the Female, she may be suspicious of a Male’s intentions when he flatters her. --Males tend to receive and enjoy flattery from Females. --ALL FLATTERY ATTEMPTS NEED TO APPEAR NATURAL.	1. Start with a compliment 2. After it is down-played, patronize him with comments such as: -- “Oh come on, you and I both know it couldn’t have been done without your leadership!” -- “There’s no way they could have done that without your knowledge!” 3. Then use statements to lead to the information needed, such as: -- “Man, I bet you’ve got a couple of horror stories to tell though!” -- “How were you able to pull it off?”
<b>EXPLOITING THE INSTINCT TO COMPLAIN</b>	Draws on the desire to find someone who will listen and the natural tendency to Gossip. **NOTE: This does not just apply to disgruntled people – when probed, all people have a tendency to complain, even if happy.	<b>Line Workers Complain About:</b> --Work Hours --Benefits --Getting Time Off --Work Conditions --Getting Paid <b>Leadership Figures Complain About:</b> --Employee Performance --Political and Regulatory Actors --Inefficiencies
<b>WORD REPETITION</b>	Repeating key phrases or words not only lets the source know you’re listening – it also encourages them to talk more on the subject.	Don’t just repeat words....use synonyms. Also, use <b>EMPHASIS</b> on key words, to invoke a response. **For example: CPT Jones got an MSM....You respond by saying "CPT <b>JONES??</b> " (emphasis on Jones) This will almost always draw an explanation.
<b>QUOTATION OF REPORTED FACTS</b>	Draws on the tendency of a source to speak freely about a subject because they assume you already know about it, or think that it is already out in the open.	Common lines: --“I was reading the other day...” -- “My friend John was just telling me...”
<b>NAIVETE</b>	Draws on the natural desire to educate another person/share (or show off) their own knowledge. **NOTE: Naïve doesn’t mean acting stupid – it just means you demonstrating a gap in knowledge. It requires you to suspend your own ego.	Common lines: -- “I don’t understand how...” --“I’ve never heard of such a thing!” --“How can that possibly work?” --“I’ve never encountered anything like this...”
<b>OBLIQUE REFERENCE</b>	Compels the source to draw on their personal experiences, in order to fully explain something to you.	Make comments about a related, but non-threatening topic, that will trap the source into speaking about the desired topic.
<b>CRITICISM</b>	Draws on the natural desire to defend one’s interests. Especially useful against LOYAL EMPLOYEES, such as managers and supervisors.	1) Start with poking fun at small and inconsequential things. 2) Then build up to larger issues related to the subject of interest.
<b>BRACKETING TECHNIQUES</b>	Used to collect quantifiable information from a source, while allowing the source to avoid giving a concrete figure. **NOTE: This technique is often a technique of opportunity	--Often used to determine Price Increases, Employee Reductions or Increases, Salaries, Etc. --Need to start with a broad range and then narrow it down from there (or risk the suspicion of the source)
<b>FEIGNED OR REAL DISBELIEF</b>	Draws on a person’s desire to be believed.	Common Opening Lines: --“I just couldn’t believe that Joe...” --“What’s up with...? I can’t believe...” Common Continuing Lines: --“Oh come on!” --“You can’t really expect me to believe...” --“Yeah right!” --“Well if that were true, then....”
<b>PURPOSELY ERRONEOUS STATEMENT</b>	Draws on a person’s desire to correct someone, teach someone, or fill in the details where there is ambiguity.	1) Use the “My Friend John Said [False Statement]....” method, to incite a reaction. 2) Then use the DISBELIEF technique to carry the conversation.