

Presenter

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Speaking/Training 2017

Fifty Rock Consulting LLC presents all across the country for conferences and private clients. We hope you enjoyed today's session. Thank you for attending!

• February	St. Louis	Featured Presenter (2 topics)
• March	New York City	Breakout Session
• April	Waimea	Featured Presenter (2 topics)
• April	Boston	Breakout Session (2 topics)
• May	San Francisco	Breakout Session
• June	Los Angeles	Breakout Session (2 topics)
• June	Atlanta	Chief Instructor (4 hours)
• June	Phoenix	Keynote Presenter (2 topics)
• June	Phoenix	Chief Instructor (6 hours)
• June	Prescott	Chief Instructor (6 hours)
• August	Denver	Keynote Presenter (2 topics)
• September	Boston	Breakout Session
• September	Boston	Chief Instructor (4 hours)
• September	Memphis	Breakout Session (2 topics)
• September	San Diego	Breakout Session
• September	Los Angeles	Chief Instructor (6 hours)
• December	Seattle	Featured Presenter



The 8 Ways to Ask: Expanding the Art & Science of the Conversation

It's all about ...

“Relationships”

- **What does it mean?**
- **With whom? What level?**
- **“It is an emotional connection based on trust.”**
- **Yes, then ... No, then ...**

Relationship Building

- **Unlikely at cocktail parties, silent auctions, ballroom events, or business meetings.**
- **Likely when they (and you) become open, authentic, honest, and personal.**
- **Three kinds of listening ...**
- **Building trust and credibility ...**

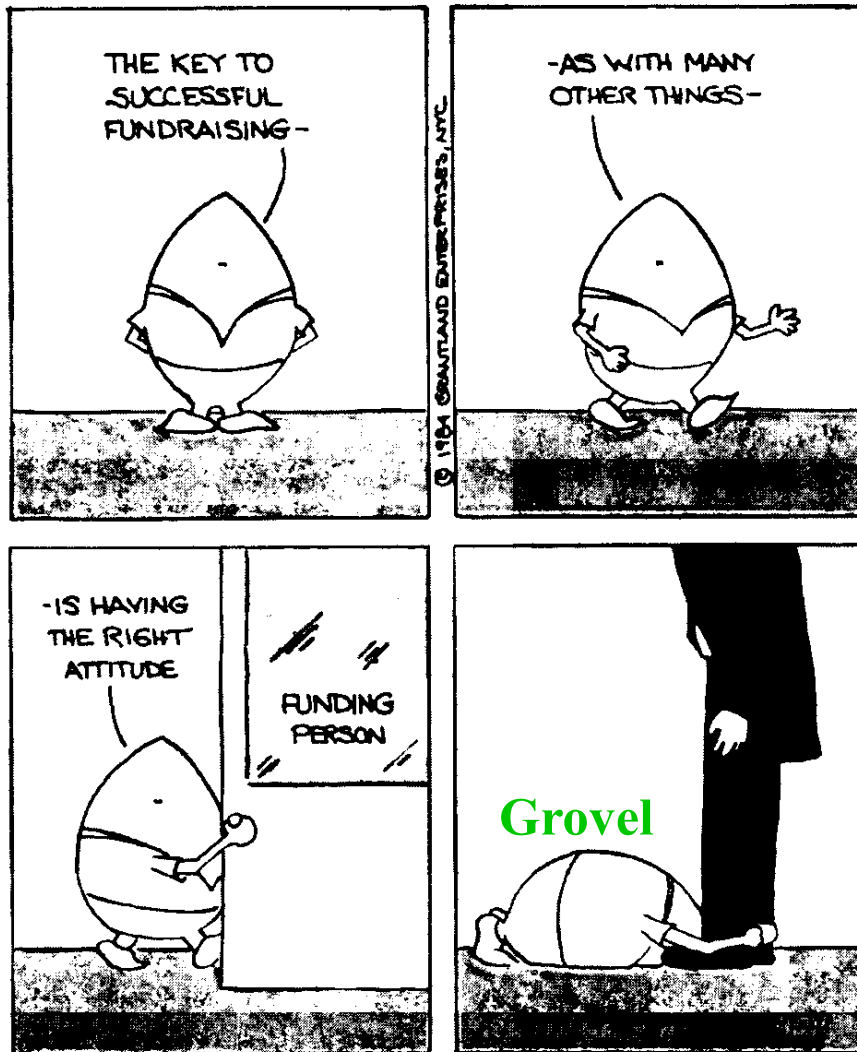
Solicitation Readiness Index©

<u>RATING</u>	<u>EXAMPLES</u>
• 1-2	SOCIAL
• 3-4	BUSINESS
• 5-6	PERSONAL I
• 7-8	PERSONAL II
• 9-10	DEEP

The Art of the Ask

What is your favorite style or strategy?

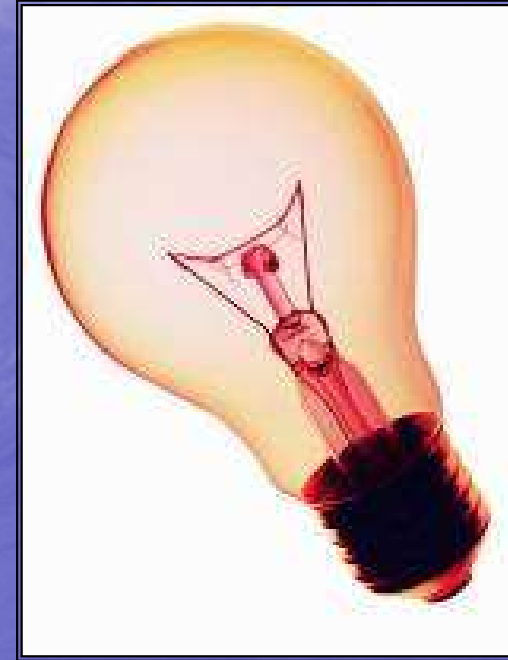
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Expanding the Art & Science

- 2) The “Momentum” Ask**
- 3) The “Sawed-off Shotgun” Ask**
- 4) The “Now or Never” Ask**
- 5) The “Surrogate” Ask**
- 6) The “Vegas” Ask**
- 7) The “Coward’s” Ask**
- 8) The “Multi-Level Marketing” Ask**



The “Momentum” Ask ©

- **One Yes into Two or more**
- **Event-triggered**
- **Passion or Inspired Decision**
- **Estate Planning Driven**

The “Sawed-off Shotgun” Ask ©

- **Unsure about exact stage of cultivation**
- **Uncertain about financial capacity**
- **Unclear when to ask and for how much**

The “Now or Never” Ask

- **“Too deep” a relationship/afraid to damage**
- **Cannot identify who will ask**
- **Constant change in relationships or leadership**
- **Do not want to offend or put off mega-VIP**

The “Surrogate” Ask ©

- **Strategic use of “relationship surrogates”**
- **Leverage existing deep relationship**
- **Accelerate relationship building timeline**

The “Vegas” Ask ©

- **Prefers “going with the flow”**
- **Feeling Lucky and/or Over Confident**
- **Calculated Gamble/Risk if Opportunity is There**



The “Coward’s” Ask ©

- **Afraid to Engage, Intimidating Personality**
- **Fall to Pieces During Solicitation Visits**
- **Make non-Face to Face Ask**

The “MLM” Ask ©

- **Networking with Advisors is Good**
- **Relationships with Advisors is Great**
- **Advisors who Make the Quasi-Ask are the Best**

THANK YOU!

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