

Why Teach Elicitation Techniques for Data Collection?

- Could your competitive intelligence (CI) analysts be collecting more data?
- Could they improve what they learn during each interaction, such as a phone call?
- Do they waste time searching on the Internet?
- Do your customers share valuable competitive or product development nuggets?
- Do CI professionals, marketing people, sales teams or product developers frustrate you since they don't collect good information from their colleagues on the competition, new technology, service improvements and product shortcomings?

If you don't like the answers to these questions, **Elicitation Techniques for Data Collection Training** will teach your employees how to collect good intelligence from every person they talk to.

We share the conversational intelligence skills we have developed over the last 30 years:

Elicitation Skills

- A format to structure each personal interaction such as a phone call to maximize results.
- Heighten sensitivity to the other person's motivation and needs.
- Confidently direct conversation back to your collection objectives.
- Elicitation techniques that promote sharing regardless of culture.

Reading the Body and the Voice

- Learn when to push conversation based on the other person's body language or tone of voice.
- Learn when to change your tone or approach based on the other person's tone or body language.
- Learn how to hold yourself with confidence and to maximize credibility.

Elicitation and Customer Interview Training

This is a customized training program. There is a presentation portion where Ellen explains to participants the best practices for information collection through standard interviewing, and then incorporates conversational collection using elicitation techniques.

Elicitation is a conversational means to gather information which builds on human nature to get the other person comfortable to share. Usually the other person doesn't realize that you are extracting information from them. Elicitation is a planned conversation. Rather than asking



questions, the conversation flows since elicitation induces people to voluntarily tell you things without you having to ask.

Elicitation is one of the skills from the intelligence community that works very well in business conversation. Elicitation techniques work across all cultures.

8 Human Tendencies that Support Elicitation Techniques

Elicitation at its core recognizes certain human tendencies which promote sharing.

- Recognition
- Appreciation
- Curiosity
- Gossip
- Complaining
- Correction
- Self-Effacement
- Over Talking when Emotional

In the training, we explain these human tendencies, why they work. We also describe 10 to 12 elicitation techniques, and give attendees a chance to try them out in class.

We teach participants how to read the body for those in-person or video calls, also the voice and breathing for telephone calls.

We teach attendees how to exude confidence and get grounded before making calls.

Your Homework Assignment: Should You Decide to Do Business with Us!

Prior to the program, we expect you to provide us with your challenges for us to work on in class. These will be used for role plays. We create scenarios around these challenges so participants can try out their improved interviewing techniques and elicitation skills. Often those collecting data are most effective using a blend of more direct questions and conversational elicitation.



The following are the most common challenges in collection:

- Figuring out how to motivate each person to share.
- Preparing for the collection interview.
- Getting answers to difficult questions like pricing, revenues, and age.
- Keeping the conversation on track.
- Not getting burned out making primary collection calls.

Attendee Reactions to Elicitation Training

“I will incorporate the elicitation techniques and body reading skills to collect better information while talking to people over the telephone or in-person.”

“Thank you for the great workshop yesterday on CI. I learned some new elicitation techniques and names for things I have been practicing so it was very reinforcing. You are such a delightful, pleasant, insightful, and genuine speaker! You didn’t even have to talk loud to get our attention!”



“While running the Minnesota SCIP Chapter, I’ve worked with over 3 dozen competitive intelligence speakers over the years and one of our best (and most popular speakers) was Ellen Naylor. Ellen has a wealth of valuable and entertaining competitive intelligence war stories she’s willing to share with her audience, stories you won’t hear from anyone else. Stories that can improve your company’s bottom line. If you’re looking for a great competitive intelligence speaker, you can’t go wrong with Ellen!”

~ Ben Dubois, Director – Rapid Market Results



[Ellen Naylor](#) has given competitive intelligence, Win/Loss and primary collection presentations, webinars and workshops for 25 years at [SCIP](#), [SLA](#) and [AIIP](#) events, among others. She also gives this training to companies all over the world.

Ellen Naylor is one of America's pioneers in competitive intelligence and Win/Loss analysis. She is the founder of [The Business Intelligence Source](#), which for more than 20 years has delivered research that has consistently helped companies beat the competition and make smarter strategic decisions.

