

Do you get what you seek from a conversation ... every time you have one?

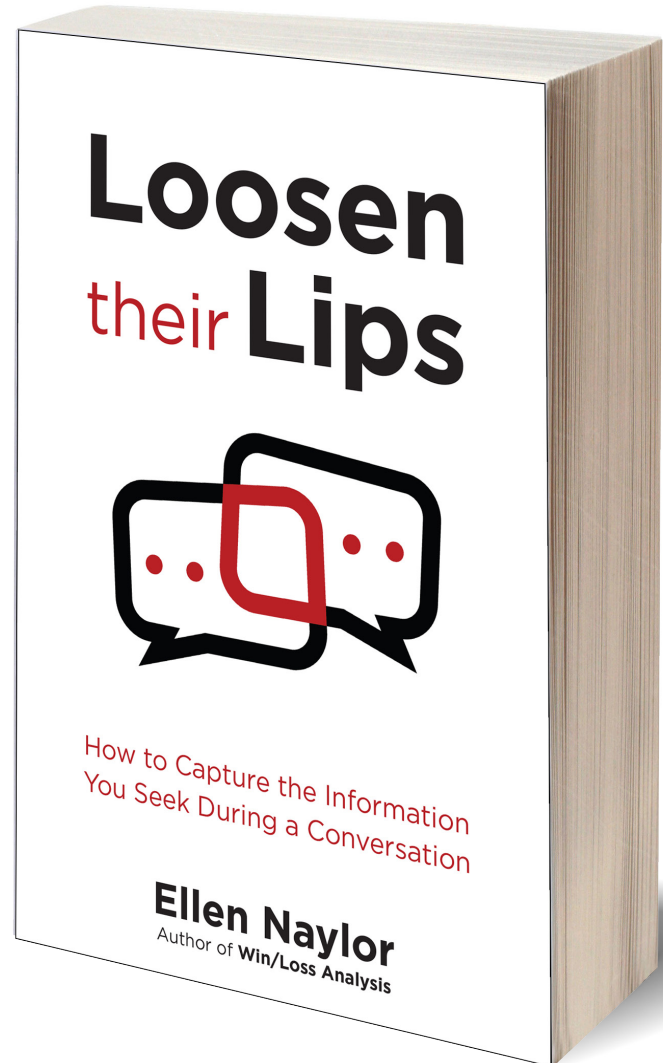
Author Competitive Intelligence expert Ellen Naylor is a 40-year veteran at conducting in-depth conversations that get the information her clients seek. She will reveal how to:

- Capture the information you seek during any conversation.
- Learn how to gain a person's trust in less than 30 seconds.
- Turn small talk into Big Talk when speaking with humans.
- Get grounded and get attuned immediately to anyone you are interviewing or speaking to in person or on screen.
- Acquire the essential conversation process with humans and how it works.
- Add elicitation techniques to open anyone up even more!

Ellen has truly nailed it! As practiced by one of the best practitioners, she has not only used the full panoply of tools combined with elicitation techniques, she has done even better by chronicling them all in one easy-to-read, yet less easily applied set of challenges for YOU to get better at getting the information you need! Read this, get to work and succeed!

—John A. Nolan, III, *Author of Confidential*

If you are you frustrated with the shallow answers you get on the Internet, social media or from AI. And if you want to understand and use techniques and strategies when talking to any human to open up in a conversation, **Loosen Their Lips** will be your ultimate guide to capture information when speaking to a human.



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Ellen Naylor is one of America's pioneers in competitive intelligence (CI) and Win/Loss analysis. She is the founder of The Business Intelligence Source.

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