



## INTERVIEW QUESTION GUIDE

### Mindset/Personal Development:

- What was the turning point in your life?
- What's the most common reason for people giving up?
- Describe the process behind F.E.A.R. that you mention in your books and training.
- Describe the process behind R.I.S.C. that you mention in your books and training.
- Where can our listeners/viewers go to learn more about your work?

### Sales:

- You've given us a path to success in your book *Consistency Selling*, what is one reason why people would fail?
- There are many sales experts that can bring great value to an organization. Why do sales leaders choose you to teach their team?
- How important is CONSISTENCY in the sales world today?
- There appears to be a great number of young people taking on the role of an entrepreneur today. What's ONE piece of advice that you would give them?

