



# “JUST ASK!”

## Assignment Description

### The Assignment Intent

For selling we need to get into the habit of asking more directly for what we desire. This assignment is designed to require you to ask directly for commitments in order to practice this skill.

### The Actual Task

Each student must ask for THREE commitments (not just clarity on an issue). Students should ask for something specific, they should use direct and plain language and they should wait silently for a response after asking. At least ONE of these asks should be for something relatively major (makes you nervous to ask, stakes are high, etc.). All of the asks should be thought out ahead of time and then executed with purpose (in other words these should not be spur of the moment requests). For each ask, students should pre-think their approach (primary goal, fall back goals, etc.), ask cleanly and directly, remain silent as necessary and then circle back if necessary. Students will then report on this experience.

Note: the commitments you ask should be real commitments, not just questions seeking information or confirmation. So, for example, I might ask my classmate: “Will you have lunch with me?” However, questions like “What is for lunch today?” or “Did you bring a lunch today?” are not full commitment questions. I would also suggest you take some time and think through what commitments you might like to get. You can use this assignment as an excuse to contact someone and ask for this commitment (e.g. ask an employer for a raise).

### The Deliverables

Each “ask” should be documented and reported on. Specifically, report what you asked for, why you asked for that, and what the response and result was (a table might organize this nicely for you). Then on an overall basis each student should answer three questions (format these as three separate sections):

1. What lessons did I learn from this?
2. If I could do any of the asks over, what changes would I make and why?
3. What is one strategy you will employ to be more “direct ask” oriented in the future?

Students should produce a easy to follow document that satisfies the assignment and is well organized and well written.

### The Grading:

- Follows the rules
- Well structured, organized and laid out (make it easy to follow and read for reader)
- Presents the information requested in a complete way and answers all of the questions in a clear and concise way while demonstrating appropriate depth of thinking.