

---

## *Persuading by Questioning*

— *some questions you could ask instead of....*

**“Use the new computer system or else!!”**

### **their feelings and fears**

- How do you feel about the new computer system?
  - Why is that?
  - Have you had bad experiences in the past?
  - Do you think there are any reasons why this time will be different?
  - What is the situation that you dread?
  - Why will that be really bad?
  - What will you do, if it happens, to get out of it?
  - Apart from that, is there anything else you don't like about computers?
  - What don't you like about your current manual system?
- 

### **the benefits to them**

- What would your ideal computer system be like?
- If it works, what will be the benefits of this system to you?
- Why would those be good?
- Would they be worth making some effort in order to get them?
- Are there any other advantages, do you think?
- Do you think it's possible that it will be better than you're expecting?
- If it really worked well, would you use it?
- Suppose you took a couple of months to get used to it, and to sort out the teething problems, and from then on it was brilliant and much better than the present system (quicker/easier/more accurate) would you look back and think it was worth the hassle to change over?
- If I could show you that it was really easy to get started, would you try it?
- Shall we at least have a look at it?

