

# “JUST ASK!”

## Assignment Description

### The Assignment Intent

For both selling and negotiating 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

During the week prior to the assignment due date each student must ask for five 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 two of the commitments you ask for should be “Major” commitments: these should be for relatively large stakes and should make you nervous when asking (e.g. a raise at work).

Note: the commitments you ask should be real commitments, not just questions seeking information or confirmation. So for example, I might ask my roommate: “Will you cook dinner tonight?” However questions like “What is for dinner tonight?” or “It is your turn to cook tonight, correct?” are not full commitment questions. Prior to asking for the commitment you should figure out what specifically you will ask for, how you will ask (the words, the set-up, etc.) and how you will deal with rejection and potentially turn it around into success.

### The Deliverables

Each “ask” should be documented and reported on. Specifically I want to know 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 for 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 business quality document that satisfies the assignment and is easy to follow and well written. The document cannot be longer than a single sheet of paper (both sides if desired, but must be printed back-to-back) and uses at least a 12 font. Margins should be one inch all around.

### The Grading:

- Follows the rules
- Business Quality
- Well structured, organized and laid out
- Answers all of the questions in a clear and concise way while demonstrating appropriate depth of thinking.