

5 DAY CHALLENGE

SELLING LUXURY TO HIGH NET WORTH CLIENTS



THE ART OF SMALL TALK

Day Five

A.R.E. FORMULA

The Art of Small Talk

Believe it or not, there is actually a formula you can use to keep conversation flowing and avoid moments of awkward silences. We call it the A.R.E formula and it stands for:

ANCHOR – REVEAL - ENCOURAGE.

Anchor. This is an observation on your “mutual shared reality” that extends the first little thread of connection between you and another person – the lightest of pleasantries about something you’re both seeing or experiencing.

For example, let's anchor with: *This weather is perfect.*

Don't get caught up thinking that this is too superficial or search for something clever to say. These exchanges are “friendly noises,” and you both know they're not meaningful, it's a gradual and polite way to slide into a “real” conversation.

Reveal. Next, reveal something about yourself that is related to the anchor you just threw out. So, let's say, *I've been waiting for a break in the heat to go and visit the hanging gardens.*

By opening up a little more, we extend to the other person a few more threads of connection and trust, while at the same time providing them fodder to which to respond.

Encourage. Now you hand over to them by encouraging them to speak by asking a question: *Have you visited the hanging gardens?* People love to talk (especially about themselves) and are typically flattered when someone is paying attention to them.

A.R.E. FORMULA

The Art of Small Talk

You then continue using the formula until you are both comfortable and having a free-flowing conversation. If you notice a silence starting to develop, start again.

ANCHOR.

I was reading online that.... insert your subject, let's say there's life on Mars.

REVEAL.

something about yourself. I'm not sure I believe it....

Encourage.

them to take over... What do you think, do you think there's life on other planets?

You can do this all day and create great conversations and when you use the **ARE Formula** you can sail right over any potentially awkward silences.

TODAYS VIDEO

<https://lux.ac/challenge-day05>

TODAYS TASK

Today's challenge is an easy one to finish off the challenge!

Go out and make small talk with someone using the ARE Formula.

NOW DO THIS

1. Congratulate yourself for a job well done!
2. Go to www.lux.ac/cert to download your certificate