



Podcast Episode 239
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“Want to Be the One They Choose? Have These “Little Bitty” Questions Ready”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Andy thanks for joining us today.

Andy Andrews: Thank you, thank you David.

David: We love doing these and you happen to be in town.

Andy: I love doing these here.

David: Yes, we’re across the table from each other and a few weeks ago, you remember, and a podcast that aired several weeks back, you asked some interesting question of the listeners. You asked people to not cheat but to just describe what they think I look like?

Andy: Yes, yes.

David: Alright Andy, we’ve had a few interesting responses to that question but one specifically stood out to you. And I brought Matt, our audio producer over here so that he can tell us what that one response was.

Andy: Matthew, what was the response, what did this person think that David Loy looked like?

Matt Lempert: They said that David must look like Andy because he sounds like Andy, smiley face.

Andy: See, you know what, I listen to that and I know, I know good and well, a Yankee sent that in.

David: Oh yes, because they think we all sound alike.

Andy: They think we all sound alike. They say, yeah, they're all from Green Acres, they all sound alike.

David: Now I know I have a southern accent but mine is a Texas accent, very different from Alabama. And I don't know, it would not be a bad thing to look like Andy Andrews but I don't think many people would say that I look like Andy Andrews.

Andy: No, you don't look like me. And you're very kind, because see, David is a lot better looking than I am. Because on the scale of 1 to 10, if I fix myself up, I think I might, you know, I'm not just horribly ugly or anything and I think I'm a good solid 7,4. But David now, wow. I mean, David, this guy's like, umm. He's a 12.

David: Stop. There's only one person that might agree with that, two people maybe, my wife and my mother, might agree with that. Nobody else.

Andy: That's true. Even your dad wouldn't agree with that.

David: Probably not. And definitely not my brother. My brother would definitely not.

Alright Andy let's get to today's question. We had a great question come in from Britney in Texas. She writes in, Andy I'm a dental hygienist, meaning I interact and communicate with patients all day long. An area I'm looking to grow in is asking exceptional questions to facilitate great conversation, both with patients and in my personal life. Do you have any advice for me on how to become a great communicator and question asker?

Andy: Yes, I have some advice right away for Britney, ok. And that advice is, don't do this. Don't do it Britney. I mean, I'm a dental hygienist, how do I have conversation, what can I ask my patients? Britney don't ask them anything, ok. How many times have we been there and they say, so how things have been going? Raa raa raaa. Here let me put little sucker thing in your lip, I'd like to put the little clamps back here, so I'll put some cotton swabs under your gums and let's put this real hard thing while I start to x-ray your mouth. Now let me ask you some questions.

David: A great question is what she wants to ask. Which I would then feel obligated to give a great answer to.

Andy: Actually I know exactly what she's talking about because she is obviously, now this, I read this from Britney and I know, this is a dental office you would want to go into. Because she is very aware of calming people and being friends.

David: In an environment that typically has a lot of angst, a lot of nervousness, she is looking to make friends, have conversation, make them feel relaxed.

Andy: Hey can you hang on just a second?

David: Yes. Oh, I sure can.

Andy: Yes, sir?

Adam Andrews: Is it ok if Austin and I go on the hill behind the house?

Andy: Are you sorry to interrupt?

Adam: I'm sorry to interrupt.

Andy: This is my younger son. This is my good boy Adam.

David: Yes, ladies and gentlemen, Adam Andrews.

Andy: Adam Andrews. Say hello.

Adam: Hello.

Andy: Now what were you asking, I noticed you standing over there while we were talking about, we were talking about the dentist office, you just went to the dentist, didn't you?

Adam: Yes, sir.

Andy: And don't you love the dentist?

Adam: No sir.

(laughing)

Andy: Now what did you tell me about doctor Paul?

Adam: I said that I hate the dentist but I love doctor Paul.

Andy: Right, right, so that's a good way to put it.

David: So you love the person but you don't like what he does to you.

Andy: He loves the sinner, hates the sin.

David: The old classical line.

Andy: So buddy what were you asking?

Adam: Is it ok if Austin and I go on the hill behind the house?

Andy: Behind uncle Bob's house here?

Adam: Yes.

Andy: That's a pretty tall hill.

Adam: Yes, sir.

Andy: Can I ask you, I mean, the answer is yes but I'm just curious as to why you guys want to go up there?

Adam: Just to look around and see what we see.

Andy: Ok, well, the answer is yes. Check with your mom, just about what time we're going to do lunch or whatever, ok? And you know I love you.

Adam: Yes, sir, love you too.

Andy: Ok, alright. You have fun, be careful.

Adam: Yes, sir.

David: Bye, Adam.

Adam: I'll see you all later.

David: See you later. Ok, Matt, I'm going to ask that we not edit that out. Andy let's just continue the conversation, I think that was really good. And kind of derails from this question for a second but let me ask you a couple of things about that conversation, that you just had with your son.

Andy: Ok.

David: First of all, that's very cool. We've had Austin on the show a couple of times, talking about Sporty Citrus, we've had Polly on the show a couple of times, but I don't think we've ever had Adam on the show. So that was very cool for him to, all of a sudden now he's on one of the episodes.

Andy: Adam is awesome. He's thirteen, he's little self-consciousness about his voice changing. And do you hear that, daa daa daaa.

David: Yes, but it's about to drop like crazy. But I also noticed, see, everybody listening, I hope you're taking notes here, this is Andy's life in action. This is not just things that Andy talks about, these are things that he actually implements. And I'm sure everybody else noticed but in case you didn't, every time Andy asked Adam a question, the response was what Andy?

Andy: Well yes sir or no sir.

David: Absolutely, every single time. That is ingrained in him. And that's not, I don't know, that's not an act because I'm around them, not every day, but every time I am around them, that's how they treat you.

Andy: That's the way they respond to you.

David: Well exactly. It makes me feel old, but I do see that it's a pattern.

Andy: That's one of those things that, there are some people they were run into their lives that will never notice that. There are some people that would never notice the other way. But there are some people that will appreciate that. And there are some people that in their lives, they kind of subconsciously require that. And so knowing that there is the opportunity to really kind of cover all the basis there by doing that, by being somebody who honor somebody, because it's just a very respectful way of responding. Some people would say, well that's a southern thing. And actually we just talked about that didn't we, about you from Texas and me from Alabama. And I used to think, maybe it was original thing but I think now that is a smart thing, that is a way to respond. I've talked to so many CEOs and so many HR people over the years, and Britney talked about good questions, I try to have good questions for them, and one of the best questions I've ever found that has really helped me to help other people, is to ask, not just what are you

looking for when you're looking to hire somebody? Anybody could ask that. But I've try to put them in situations and so one of the situations that I have found that's very interesting to found out, how they thought process. I'll say something like, ok, you're going to hire a new executive position and you put the word out, you got the head hunters after whatever, you got resumes coming in, let's say you got 400 resumes for it. 300 go directly into the trash can, they're not even remotely what you need. A hundred of them get gone over by an intern and narrow it down to 40. Now 40 of them really get looked at. And then they get narrowed down to 12. And 12 of them have fun conversations. And then 8 of them or 6 of them have personal interviews.

Now you're down to three people and they're the same gender, the same age, the same background, the same experience level, the same education. As far as you can tell, these guys, just close your eyes and point. Because any one of them would be fine, would be perfect. How do you choose? I love asking that because it really forces people to think into a subconscious arena because we all make subconscious choices. And if you can figure out how other people make subconscious choices, then you can be prepared to be chosen. Does that make sense? Ok, and so a long story short, man you would be shocked at how many times people have given me some answer, like, I'll take them to dinner, we all go together and I just watch them. I would say, what are you watching, what are you looking to see? Oh you know, who goes through the door first, who holds the door for the other people. You know, how do they treat the wait staff, do they put their napkin in their lap. Who talks the most, do they engage other people in conversations, or they trying to one-up the other guys. You know, and I've had, there's two that I'm really curious about, is occasionally I will hear people say, I look to see do the guy stand up when the lady leaves the table or comes to the table. Now that's something that's not done a lot any more. You don't see that

very much anymore. But I heard it several times and I realized that there is a group of people and they're generally 65 and up, but there's a group of people and they expect that. They have accepted that most people don't do it, but when they see it. And so that was something that Polly and I decided, ok, we will always help mom into the car. If it's just Polly and me, I will help her into the car. If the boys are with us, sometimes I will, but occasionally I will say, Aus would you help your mom into the car. But somebody's going to help Polly get into the car, somebody holds the door for Polly, when we go out to eat or when we are at home, by ourselves. When we're home by ourselves and Polly comes to the table, we stand up, we remain standing until mom comes to the table and sits down.

And so, occasionally when we do that in public, you know, and the boys, they're not embarrassed by it, this is what they do all the time, they do it all the time. They're used to it. But you would be shocked at how many people will come over to the table and they have no clue who we are, right. And they'll come over to the table and say, I just have to say, that I saw these guys stand up when their mom walked the table and I just want you to know. Well those are the kind of things that when everything's equal, and that's the one kid that stands up, that's the one kid that says, yes ma'am, yes sir. That's the one kid that makes the wait staff feel great. That's the one person that even though he's competing with those other two people, he asked them questions, he engages them. I mean, they're going to pick him, they're going to pick him.

David: That's the differentiating factor for sure.

Andy: Yeah, and the other part of that, the other thing that I saw, is I had a guy tell me one time, when I asked, how you choose? He said, I watch little bitty things. I watch to see, does anybody salt their food before they taste it. And I said, now why is that? And he said, because there is somebody who is prone to making

a decision before they have all the facts. And so really the lesson from this is, that you are competing. I don't care what you think, I don't if you think, well I just have an hourly job and I'm hired and I'm one of the guys on the line. I don't know what you think but you are an entrepreneurial, you're an entrepreneurial. If you don't think you're an entrepreneurial, then your closer to getting fired than you should be, ok. But that thing, that part of that, you know, you are competing. And so, the competition that really makes the difference is not the obvious, it is not the one that's right there in front of you. And so with Britney I would really urge Britney to ask questions, number one, that really pertain to what they do, to their expertise.

David: To the person that she's asking the questions to. And I love the thought from her, she's not only looking to do it with her patients, at her job, but she adds on in her personal life too. This is a person who's striving for improvement in conversation. And the thing you always say about the quality of your.

Andy: The quality of your answers will be determined by the quality of your questions.

David: I'm sure she's heard this, she's asking how do I improve the quality of my questions?

Andy: And see, the other thing too, is by her, by Britney, she's asking for advice on how to become a great communicator and a great question asker. See that's two different things. She is so smart to know that. And most people are only concerned, how do I become a great communicator, right because there's like, how do I tell people something, how do I tell everybody something.

David: It's a lot more about me. Just being a communicator is a lot more about me.

Andy: Right. It is, it certainly is the way most of us use that but if you understand the word, now that I think about it, because when we talk about being a great communicator, we are usually talking about what they say, what they, you know, can you communicate, can you say something, can you tell them something, right. But if you think about the word David, I mean, this just occurred to me, communication, that's a two-way street.

David: Yes, there has to be a second side to it.

Andy: And so she really understands that second side, probably before I did. And I guess, see that's one thing I love about this podcast, is being able, there's some things that maybe I understand but I hadn't thought through in a way that I can explain it or something. But that's really good what Britney said. And here's something that's also curious. Is that somebody who's a great communicator and a great question asker, they are more valuable, they're just more valuable. Because I mean, you know, you've been in a dental office and there's five hygienists and there's one that you always want to get. And if you went in there one time and they said, oh, you know, Doris is going somewhere else, so just say goodbye to Doris today. I mean, like, ok, bye Doris. Where are you going? You're just being nice. Ok, but if somebody said, hey, Britney is going somewhere, and you're like, what? What do you mean Britney's leaving? And in your mind you're thinking, I'm going to find out where she's going because that's where I'm going. And so people become more valuable by how they communicate. And this question part that she's talking about, I'm going to give you a great story. This is just kind of hilarious to me but years and years ago, Polly and I went home to her parents' house. Now Polly's mom and dad have passed away. Her sister was

dating this guy and Polly's sister is younger than her. I would say much younger, Polly wouldn't, not so much. But when Polly went to college, Jen went to kindergarten, ok. Like thirteen years, something like that. But it's funny too because they live in a very small town and so there was a little school there. And Polly went to the same one, you know, for twelve years. And then Jen went to kindergarten, in the same one, for thirteen, right. And so Polly's mother, because when Polly went to college, Jen went to kindergarten, and Polly's mother would always say, I did twenty-five Halloween carnivals in a row. Can you imagine? Alright, so anyway, Jen's dating this guy, and we're going to be coming home, it's looking like it might be serious, and it was not. But it looked like it could be. So we're coming home and so parents tell Polly, man this is going to be awkward, because he does not talk. Just don't talk. And so, just be ready because we're going to be at the table, eating, and he would give you one word answers and two word answers. He's nice but he's not going to talk.

David: Well I'm sure they knew that you love to ask questions so maybe.

Andy: No, they didn't, this was early in our marriage. And so, but I never will forget, after dinner and he left, Polly's parents going, what gotten into him? He talked the entire time, what in the world? We have never heard him talk that much all put together. And I didn't say anything but Polly kind of raised her eyebrows and she said, Andy did that. And they said, what do you mean? And Polly said, well he found out very quickly what he likes and he asked him questions about it. He likes cars and so Andy asked him questions about cars. And he knew cars, he's comfortable talking about cars, he's excited about cars, and so Andy had him talking about cars the entire time. You know, none of us cared about cars, but we wanted him to feel comfortable. And so that's what happened. And see this is, Britney if you can find out what somebody does, I mean, there are little bitty questions that I have in my pocket all the time, you know, where are

you from originally? And you know how we talked one time about how when hecklers say something, have something to say, or something happen, well I have something to comment with little questions. And I'm a college football fan. And so when I ask somebody, so where you're from? If somebody says, well I'm from Arkansas. Then I'll go, oh Lord, you're not a Razorback, are you. And they will say one of two things, they'll say, well, yeah I am. Alright well you guys, man, we'll talk back and forth. Or they'll say, no, I'm not into college football. I'll say, really? Ok, well then we claim you. I will claim you so from now on, if somebody ask you this, you just say you're an Alabama fan, Roll Tide, that's what you say, just Roll Tide. And they'll kind of laugh. Because I'm just trying to get something going, you know.

And so I might ask, and these are I think good for Britney, because I talked to a lot of people that I'm just seeing for the first time. I talked to a lot of people that I've never seen before. So she has just a couple of minutes to connect with them before she starts putting that stuff in their mouth, right. And so to be able that, and a good one is, now what do you for a living, what do you do? And have follow up questions about those things. And I'll tell you something that I always, you're going to think, what a fraud. But I really do feel this way, generally no matter what somebody says, I can kind of genuinely say, so you're a smart person ha? I mean, I can genuinely say that. And I started doing that with kids when I could see them being a little embarrassed by what their parents did or something. And I realized that I could make a case for I don't care who you are, if you're not doing what I'm doing, then I don't know how you do what you do. And you're certainly smarter than I am in that area.

David: And finding a way quickly to edify and encourage somebody in that.

Andy: Exactly.

David: Because most people aren't doing that at all.

Andy: And then a quick question about it or something. But chart your path, Britney, chart it. You can write down two or three questions and you know what the likely answer will be, ok. And you know, if it's a job related thing, just immediately connect with somebody that you know who does that, ok. Oh my gosh, that is awesome, my uncle Ralph does that, I always thought that was the coolest thing. How did you get into that? Right? Or you know, people love talking about their kids. And I'm just thinking quick ways.

David: Right. And I think a big part of that is that you, to be interested in their response, you've just asked a question but then when they give that answer, to be sincere and genuine but excited about, oh wow, I've got a friend that does this or my uncle used to do that.

Andy: Yeah. I mean, for God's sake, don't ask somebody what they do for a living and then when they tell you, you go, oh.

David: Exactly, yes. It's not over just after you ask the question. You have to engage and respond.

Andy: Yeah. And I mean, you know, where are you from? Well I'm from Pennsylvania. Oh, ok. I mean, really, come on. And people say, well that's really kind of faking it. Really, it's faking it to get better, to learn? You know, because I told a guy one time, I said, look, if you're going to ask somebody where they're from, you better have something to say about where they're from. And he said, well how on the heck am I supposed to have? And I said, dude, are you watching

TV, at night? He said, yeah. And I said, ok, stop watching TV. Let me tell you what I want you to do this week. I said, this is your homework assignment for the week. I want you to get a map and get your computer. And I said, I want you to go state by state. And I want you to look at, you look at Minnesota, alright. And read about Minnesota. And find out what the most visited place in Minnesota is. Find out what the most of the kids do in Minnesota. Find out what the big football team is in Minnesota. Find out what are they saying about Minnesota, what's the biggest problem they're having right now. Find out, you know, about this. Find out what are myths about Minnesota. You're from Minnesota? Oh my gosh, do you really think that Paul Bunyan and Babe the Blue Ox, do you really think that's their footprints that made those ten thousand lakes? I'm just saying, have something to say. And it's not faking it to learn, to get better.

David: Absolutely. And it can benefit you not only personally but professionally, reminds me of your friend and mine, Brian Lord, who works at Premiere Speakers Bureau. They do all of your speaking engagement. Brian is the best I've ever seen at knowing something about, just about anything somebody could say. Now he's not an expert on everything but he has a great.

Andy: He has a great cultural knowledge.

David: Yes, he has amazing follow up questions for people. But that benefits him in building a client relationship. And he's really good at that.

Andy: And see, Brian, he's in sales. And so obviously if people want to book a speaker, there's a lot of place you can book a speaker. But if Brian is a great conversationalist, if every time you talk to Brian on the phone, it's like, our guy's great. Because we all, I don't know if you guys or you David, I don't know if you have like fun trepidation or, but I hate talking on the phone. I do, I just hate

talking on the phone. I have to make myself, I have to make myself call people I like, ok. And I have to make myself do that. And so I don't know if other people are like that but I will tell you this, if you're going to book a speaker, and there's a lot of people you can book a speaker from, but there's one guy, Brian Lord, that you love talking to, that always makes you feel comfortable, that always asks about your mom, that always teases you about your football team, and always kind of. Then Brian's going to always get your business.

David: Absolutely, because as you say, he's become your friend. And who do you do business with?

Andy: Exactly. And Brian is interesting. I want to tell you this, let's find out what Brian's Twitter thing is, but I follow Brian on twitter. And Brian is a 100% above the, I don't know, the scale, on twitter. I tell people, if you're going to do Twitter, just know two things. One is, nobody really cares where you ate lunch. And number two, just don't be boring. I mean, say whatever you want, just don't be boring. You've got a 142 characters, not to be boring. So just don't be boring.

David: And I just found it right here, and he is not boring. Brian's twitter handle is P...premierebrian, so @premierebrian.

Andy: And he is awesome to follow. You get some good stuff.

David: Absolutely. Well Britney thank you for a great question and thanks for listening in as we had an amazing interruption from Adam Andrews. I'll be excited to chat with him later and hopefully he'll get a kick out of being on the podcast. Britney thank you for the great question. And Andy we've got some additional great questions to get to in the future weeks, so we're excited about that. And if you want to be a part of those questions, a part of future episodes,

give us a call, leave us a voice mail, tell us your name, where you're calling from and your question. And we'd love to get to that on a future episode. That phone number is 1-800-726-2639, that's 1-800-726-Andy. And we're looking for to hearing your questions. Alright Andy we'll talk to you next week.

Andy: Thank you buddy.

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Would you like to run something by Andy? Contact us and your question might be featured on the show!

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