

Module 4: Powerful Interviewing Techniques

Lesson 3: Dealing With Difficult Guests



INTERVIEWING
With **PURPOSE**

CONNECT | ENGAGE
INFLUENCE





In this training you will learn:

- Why is this important
- How to deal with a range of difficult guests

Why is this important?

- As the Host – YOU are in charge of the interview;
- *Being prepared for any type of situation – even the bad situations is key;*
- How YOU handle the situation will ensure you can use an interview that you may have had to delete/



How to deal with a range of difficult guests

- The spammy guest who sounds more like an infomercial;
- The guest who doesn't shut up;
- The guest who hardly says a word;
- The guest who is D.U.L.L. and/or B.O.R.I.N.G.
- The guest who contradicts themselves;
- The guest who is confusing;
- The nervous and anxious guest.

The Spammy Guest

- “Hey [name], just to let you know that at the end of the call, I’ll give you ample opportunity to share more about [your book] and how people can get in contact with you.

I know my audience well and if you continue to mention it every few sentences, they will switch off and probably not even listen to the rest of your interview.”

The Guest Who Doesn't Shut Up:

- Interrupt them by using their name and pausing. Do this again if they don't stop.
- Interrupt them by using their name and continue to talk until they stop. Yes, there may be some overlap of both of you talking, however they'll get the gist: “[Name] let's just back up for a moment. I wanted to dive deeper into...”
- THEN, ask them to keep their responses shorter

The Guest Who Hardly Say's a Word:

- This is where you HAVE to be comfortable in 'filling in the gaps' which can include weaving in your own stories (where applicable), or referring to your show notes and the Guest Profile to prompt conversation;
- Use Open-end Questions and some of the different questions;
- Reflect on something the guest has spoken about and say: "Tell me more..." "Say more..."

The Guest Who is D.U.L.L./B.O.R.I.N.G.:

- Again, you will need to familiarise yourself with the various types of questions, and comfortable in storytelling etc, so you can bring life into the conversation and make your guest look good;
- Refer to Module 4 and become masterful at the Advanced Communication Tips so you can bring Rhythm, Tempo etc into the conversation;
- Tell a joke to bring in some laughter; that can do wonders.

The Guest Who Contradicts Themselves:

- Bring it to their attention – and ask them to clarify:
 - [Name], earlier you mentioned it should take 3 weeks, but now you said only a few days. I may have missed something – can you please explain this further?

The Guest Who Is Confusing:

- Jump in and ask Close-ended Questions and Leading Questions to verify what the guest has just said – step-by-step:
 - [Name], I know this process can be confusing for people, so let's go over that one more time, step-by-step for people.
 - So firstly, you [list] – yes?
 - Then, you do [list] – yes?
 - And, then you go onto [list] – is that right?

The Nervous & Anxious Guest:

- Tell stories and even something humorous to bring laughter into the interview – that can do wonders;
- *Use a calm voice;*
- Validate and/or praise what they have said to build their confidence.