

## **Key Questions to Ask on One to Ones**

### **1) How did you get started in your business?**

Great icebreaker question. In addition to getting the short version of the person's history, be sure to ask "What (or who) motivated you to get into this business?"

### **2) What do you enjoy most about what you do?**

Telling a prospect that your networking partner loves what they do, and why, with details and stories, is very important in helping the prospect "like" your Power Team partner. Be sure to get a very short story or two you will be able remember and to tell a prospect.

### **3) What separates you and/or your company from the competition?**

You are looking for "Bullet Points" that can be told quickly and easily to illustrate why you can be trusted to do a good job.

### **4) What advice would you give someone starting out in your business?**

Asking someone for advice shows respect and is essential in building Credibility on the road to Profitability.

### **5) What are the coming trends in your business?**

If your Power Team partner has detailed information and strategies on how to profit from upcoming trends you might learn something of value from them.

### **6) What strategies have you found to be the most effective in promoting your business?**

This question leads to brainstorming ideas for each other's business and is great for stimulating the exchange of ideas on marketing, promotion and business building in general.

### **7) What is your biggest challenge at the moment?**

The answer will provide insight into your networking partner's business and life that will help you understand them and their world, as well as possibly uncovering referral opportunities they may not yet see for themselves.

### **8) If there was anything about your business that you could change what would it be?**

Another great rapport building question, in addition to giving your Power Team partner an opportunity to vent, you may have an idea or suggestion to help make, or at least move toward, the change they are looking for.

Very similar to Question #7, but with more of a positive spin.

This question almost always results in referral opportunities if followed up correctly.

### **9) What should I look for to find good prospects for your business?**

Talk to your Power Team partner about their Targets, Triggers and Bullets, so you can begin keeping your eyes and ears open for opportunities to create referrals.