

LET'S HAVE SOME FUN. TELL ME MORE

- 1) What is your favorite movie?
- 2) What is your favorite food?
- 3) What is your favorite vacation spot?
- 4) What is your favorite sport or hobby?
- 5) Tell me a fun fact about yourself.
- 6) What book are you reading right now?
- 7) Best business book you have read this year

FOLLOW UP

- 1) Send an email
- 2) Send a thank you card
- 3) Find a lead or a connection
- 4) Do a virtual connection
- 5) BE a connector

THANK YOU FOR YOUR TIME TODAY. WHAT'S NEXT?
HOW CAN I HELP YOU?

One on One Meeting 1.0

GETTING TO KNOW YOU!

BUILDING BETTER **RELATIONSHIPS** FOR BETTER **RESULTS**

NAME: _____ COMPANY: _____

DATE: _____

Pre-Meeting Discovery Checklist

OUTLINE YOUR GOAL AND PURPOSE FOR THE MEETING

1- SOCIAL MEDIA

- ☐ Do a thorough search of their LinkedIn **and look for conversation starters**
- ☐ Review their LinkedIn headshot and banner- **if they don't have one, recommend they get one so the profile will have more exposure**
- ☐ Search and review their Instagram, Facebook, and Twitter

2- GOOGLE SEARCH

- ☐ Search their name and their company on Google- **get the facts, get the info**
- ☐ Review their Google Business Profile- **do your research**
- ☐ Read Google reviews of the company **and stress the importance of them**

3- WEBSITE SEARCH

- ☐ Review the company website- **get facts, learn about their business**

4- USE THE WORKSHEET

GETTING TO KNOW YOU

BETTER RELATIONSHIPS- BETTER RESULTS

POWER QUESTIONS

WHAT DO YOU THINK? TELL ME MORE

- 1.** Thanks for your time today, would love to hear your personal story. Little synopsis from childhood, high school, college, your 1st year in the real world.
- 2.** Why do you like being in sales or entrepreneurship or business owner?
- 3.** What are you passionate about in your business/personal life?
- 4.** How important is networking to you - both personally and business? Are you a good networker?
- 5.** Tell me your best success story from networking.
- 6.** What is your favorite networking book you've read?
- 7.** What is your #1 lead-generating tool and/or activity?
- 8.** What is your differentiator? Why should my clients do business with you?
- 9.** Who do I need to connect you with?
- 10.** Who is your ideal client?
- 11.** What do you want to be remembered for?
- 12.** How many networking events do you attend in a month?
- 13.** What do you think of Chambers? Are you a member of one?
- 14.** How would you improve how we network?
- 15.** What has been your greatest accomplishment in your business?
- 16.** Who has been the most influential person in your life and why?
- 17.** How can I help you?

- 11. What CRM do you use?
- 12. Who is your ideal client?
- 13. What metrics do you keep score of for your networking activity?
- 14. How often do you post on LinkedIn? Tell me a LinkedIn tactic or tip you use. Does it generate leads for you?
- 15. LinkedIn at it's best. Exchange names of people you see in each others network you want to be introduced to.

FOLLOW UP

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- 5) BE a connector

Is this person a potential candidate for the power team?
Do you add them to you 10-50-150?



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One on One Meeting 2.0






GETTING TO KNOW YOU BETTER!

BUILDING BETTER RELATIONSHIPS FOR BETTER RESULTS

NAME: _____ COMPANY: _____
DATE: _____

Pre-Meeting Discovery Checklist

OUTLINE YOUR GOAL AND PURPOSE FOR THE MEETING

- 1- SOCIAL MEDIA    
 - ☐ Do a thorough search of their LinkedIn and look for conversation starters
 - ☐ Review their LinkedIn headshot, banner, cover story- if they don't have one, recommend they get one so the profile will have more exposure
 - ☐ Search and review their Instagram, Facebook, and Twitter
- 2- GOOGLE SEARCH 
 - ☐ Search their name and their company on Google- get the facts, get the info
 - ☐ Review their Google Business Profile- do your research
 - ☐ Read Google reviews of the company and stress the importance of them
- 3- WEBSITE SEARCH
 - ☐ Review the company website- get facts, learn about their business
- 4- WORKSHEET

GETTING TO KNOW YOU BETTER

BETTER RELATIONSHIPS- BETTER RESULTS

POWER QUESTIONS

WHAT DO YOU THINK? TELL ME MORE

1. What is your one-liner networking commercial? (20 words or less)
2. What are some questions you ask in your discovery process when you're in front of a 1st time prospect?
3. What is your #1 differentiator about your company?
4. How do you bring value to your customer?
5. What's your follow up process with your client base?

6. Tell me more on how I can be on the lookout for a prospect for you.
7. What are some organizations or associations you support?
8. How do you track your leads?
9. Who are your best networkers - your Power Team?
10. How can I be of the greatest help to your in our relationship?

The Loyalty Equation

3 Main Drivers of Powerful Networking Relationships:

1. The value you add
2. The degree of trust you develop
3. The extra mile you are willing to go

Be consistent, make time, be a giver, build the relationship

THIS IS NETWORKING 3.0

FOLLOW UP

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- 5) BE a connector

Credit goes to Andrew Sobel's books:

- | | | |
|---------------------------|------------------------|--------------------|
| 1. It Starts with Clients | 3. Making Rain | 5. Power Questions |
| 2. Clients for Life | 4. Power Relationships | |



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One on One Meeting 3.0

TAKING NETWORKING TO THE NEXT LEVEL!

BUILDING BETTER **RELATIONSHIPS** FOR BETTER **RESULTS**

NAME: _____ COMPANY: _____

DATE: _____

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4- WORKSHEET



3.0 TAKING YOUR NETWORKING TO THE NEXT LEVEL

BUILDING YOUR POWER TEAM

THE POWER OF TWO IS GREATER THAN THE POWER OF ONE.

1. Set your standards
2. Look for strategic partners - complementary professions
3. Have a high trust level and credibility
4. Outline the expectations
5. Open and regular communication

TO DESIGN YOUR POWER TEAM, GET THE FORMS AT
WWW.PURPLECOWBRANDING.COM/FREE-RESOURCES

Remember, building your power team is by creating relationships that are synergistic with your ideal prospect. This is a powerful source of getting continuous, quality leads. Take the time to put this together and to continually nurture the relationships.

"Alone we can do so little, together we can do so much."

"It is literally true that you can succeed best and quickest by helping others to succeed."

POWER QUESTIONS

LET'S REVIEW THE 26 RELATIONSHIP LAWS: BY ANDREW SOBEL
FOR YOUR TOP 10 CONNECTORS

1. Power relationships are based on great conversations, not one person showing the other how much they know.
2. Be unafraid to ask.
3. Follow the person, not the position.
4. The greatest gift is to believe in someone.
5. Know the other person's agenda and help them accomplish it.
6. Stretch yourself by building relationships with people quite different than you.
7. Serious engagement needs a relationship.
8. Integrity isn't important -- it's everything.
9. Walk in the other person's shoes.
10. Don't be put off by an awkward start -- find something personal that connects you and you may develop a wonderful relationship.
11. Give trust to get trust.
12. Change the environment and you'll deepen the relationship.
13. Don't wait to let someone know how much they mean to you.
14. There's always something, no matter how small, that you can do to help the people around you.
15. Treat a networker like a client, and there's a good chance they'll become a super connector.
16. Vulnerability is power.
17. To reach their fullest potential, people need both truth and love.
18. Make them curious.
19. Show you care, often, by giving recognition and praise.
20. It's better to know the right questions than to have all the answers.
21. A selfless motive creates powerful bonds
22. Become part of your networker's growth and profits and they'll never get enough of you.
23. To succeed, you need a small group of people who trust you, believe in you, and are committed to you -- not hundreds of superficial contacts.
24. Enthusiasm is contagious.
25. Build your network before you need it.
26. Every act of generosity creates a ripple.