



Sharpen Our Skills

Successful One-to-Ones

S.O.S. Class 4

August 12, 2016

Visibility leads to the *Credibility* that leads to your *Profitability*.

The One-to-One

One-to-Ones are intentional conversations of 45-60 minutes with potential allies, leaders and referral partners to build a personal relationship that is deeper than the normal casual professional one.

Here are three important elements of a Successful One-To-One:

1. **Plan on a full hour**, 30 minutes for each of you.
2. **Consider this a professional appointment** and treat it and the other person with the professional courtesies you would offer your best client.
 - Confirm beforehand
 - Be on time
 - Dress appropriate to your profession
 - If your office premises are important to your business identity, consider holding the meeting there.
3. **Bring pre-selected questions with you**. At a minimum consider the following:
 - Tell me why you do what you do and why are you passionate about doing it.
 - What words should I listen for that indicate someone needs your product/service? (***Referral Opportunities***)
 - Who is your ideal client? Who is your worst nightmare?
 - What makes you stand out in your field?
 - Tell some success stories you are particularly proud of.

