



Sharpen Our Skills

9 Powerful Networking Questions

S.O.S. Class 6

October 14, 2016

Part 2

9 Powerful Networking Questions

That Will Help You Build Instant Rapport With Others

From the book, "Endless Referrals" by Bob Burg

Questions 5-9

5. **What significant changes have you see in your profession throughout the year?**
This is a great question to ask of anyone who is more mature in years. They'll enjoy answering it and sharing their memories with you.
6. **What do you see as the coming trends in your industry?**
This is what Bob Burg refers to as "The Speculator Question". It gives the person you are speaking with the opportunity to feel important as they share their knowledge
7. **What is the strangest or funniest incident you've ever experienced in your business?**
Again, people love to share stories and every person has a host of funny, memorable and embarrassing stories from their early days in business. This question gives people the chance to share some of their best stories with you. Again, they will appreciate you for giving them the opportunity and for being a good audience.
8. **What have you found to be most effective for promoting your business?**
This question encourages positive conversation and allows you the opportunity to discover how the person thinks and conducts business. HINT: Do not ask this question if you are in the advertising or marketing business as it could be seen as probing.
9. **What one sentence would you like people to use when describing your business?**
By asking this question you are paying your prospect a compliment as it implies that you are planning to talk to other about his business and you want to make sure that you talk about his business in the most favorable terms.

Extender Question that Encourages Additional Conversation

Really? Tell me more.

The One Key Question That Separates the Pros from the Amateurs

How can I know if someone I'm talking to is a good prospect for you?

