



10 One-to-One Meeting Questions

Educate your sales force

Below are relationship-building questions that can be used during your one-to-one meeting. These questions may be asked as often as needed. The purpose is to give members specific questions to ask each other while meeting. This will enable them to get to know one another better. Members might want to take notes during the meeting so that they can build a profile on each of their co-members.

1. What is your target market? Be specific. Identify their characteristics such as age, gender, geographic location, industry, etc.
2. Who influences your target market? List other professions that have the same target market as you, as well as professions that are in your contact sphere.
3. What are the most distinguishing factors of your business? Describe what makes you different from your competition.
4. Do you ask qualifying questions of your prospect? If yes, list those questions.
5. How do you handle a referral? Describe your sales process.
6. What characteristics are you looking for in a referral? Describe how your sales force should be qualifying a referral for you.
7. What are your short-term and long-term goals for your business?
8. What are some issues and challenges that you deal with in your business?
9. What suppliers and trade associations have you found helpful in your business?
10. What is your business philosophy and why are you doing what you do?