

## Bob Burg's Networking Questions

“All things being equal, people will do business with, and refer business to, those people they know, like and trust.”

— Bob Burg

### 10 Feel-Good Questions

#1: “How did you get your start in the [widget] business?”

#2: “What do you enjoy most about your profession?”

#3: “What separates you and your company from the competition?”

#4: “What advice would you give someone just starting in the [widget] business?”

#5: “What one thing would you do with your business if you knew you could not fail?”

#6: “What significant changes have you seen take place in your profession through the years?”

#7: “What do you see as the coming trends in the industry?”

#8: “Describe the strangest or funniest incident you've experienced in your business?”

#9: “What ways have you found to be the most effective for promoting your business?”

#10: “What one sentence would you like people to use in describing the way you do business?”

### The One “Key” Question That Will Set You Apart From Everyone Else...

“How can I know if someone I'm speaking to is a good prospective client for you?”

**Important:** please keep in mind that you won't have time to ask more than two or three of these questions in any one conversation. These are questions people enjoy answering and they are simply meant to feel good and establish initial rapport.

From *Endless Referrals: Network Your Everyday Contacts Into Sales* (McGraw-Hill)