

Conducting a Successful bizblindate Networking Meeting

1. Confirm, up-front, how much time your partner has available to meet.
2. Take about 5 minutes and get to know the other person. Refer to their summary and ask about their favorite quote or "something most people don't know about me" to break the ice.
3. Exchange elevator pitches and 30 second commercials.
4. Describe as clearly and specifically as possible what you are hoping to gain from this meeting.
5. Listen attentively, ask good questions and take notes.
6. Present your ideal prospect profile or better still, a "wish list".
7. Establish clearly defined and time bound next steps.
8. NO HARD SELLING!
9. Submit your feedback.
10. Follow-through on next step commitments.

10 Great Questions

1. How did you come to be in your line of work or start your business?
2. Where did you grow-up?
3. What's your favorite thing to do outside of work?
4. What new trends and opportunities do you see evolving in your industry?
5. What do you regard as your greatest achievement in business to date?
6. What makes your business different from your competitors?
7. What different ways do you use to market and generate leads?
8. What's the best part of your work? The most rewarding?
9. Assuming there was no risk of failure, what change would you make in your business?
10. Describe to me your dream customer.



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two businesses. one conversation. endless opportunities.