



Partnership Meetings

1. Do you have a specific person or profession targeted that would help you increase your business? Is it likely that person or profession will result in multiple referrals for you?
2. Describe your ideal client.
3. What kind of referrals are you NOT looking for?
4. What are some normal “signals” I can listen for to know if a potential prospect or referral is right for you?
5. How can I start a conversation such that a natural discussion about the need for your product/service would result?
6. Are there any new markets you are trying to penetrate?
7. What kind of problems do your products or services solve?
8. What separates you from your competition?