

## The BNI Relationship Building Interview

Between		and		Date	
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**1.** How will I know if someone I'm talking to is an ideal client for you? (i.e., what will be coming out of someone's mouth that *triggers me* to think of you?)

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**2.** Conversation Starters: What are 3 ways that I can initiate a conversation that will lead me to introduce you to whomever I'm talking to?

a.	
b.	
c.	

**3.** "Who do I know that you want to know?" Specifically:

a. Who are your 3 best clients?

1.	
2.	
3.	

b. Who are the 3 exact people/companies you want to get introduced to?

1.	
2.	
3.	

c. What are 2 business industries/professions that are great referral opportunities for you? (I'll go in my Rolodex/client list *right now* and give you 3 each)

Industry/Profession:	
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a.	
b.	
c.	

Industry/Profession:	
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a.	
b.	
c.	

**4.** Designate each other "Member of the week" and go through your calendars with each other. Look at every appointment, dinner party, and seminar, community function that is scheduled and find out this: "Based on whom I'm seeing in each scenario, how can I bring you up in conversation? What specific benefit do you provide that relates to who I'll be seeing in each case?"

**5.** Contact Spheres (and Event Clusters): Building your Strategic Subgroups:

a. Ask each other: "What 3 professions could I invite as visitors that have the same client profile that you're looking for and would therefore build your business?"

1.	2.	3.
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b. Commit to your "1-on-1" partner that you will contact and invite at least TWO different professionals in his/her Contact Sphere within 48 hours.

