

Feel-Good Questions®

In a Free-Enterprise based economy, the amount of money you make is directly proportional to how many people you serve. So, if you want to make a lot of money, simply find a lot of people to serve, and serve them well.

Bob Burg

1220 words | 6 pages

May I share with you, what I call, the "Golden Rule of Business Networking?" It's simply this:

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

If you'll approach the Networking process in terms of "giving" to the other person, you'll develop these relationships faster and more strongly than anyone in the field who is only concerned with "selling."

And, as you develop the "know you, like you, trust you" relationships with the new people you meet, you'll find them anxious to know what you do, how they can become involved, and who else they can tell about it. That's right – without ever coming on aggressively and/or inappropriately (i.e., hard-selling), you'll quickly and effectively develop a virtual "Army of Personal Walking Ambassadors." Once you do that, your business will take off, you'll have fun, make a lot of money, and serve a lot of people.

Here is just one way to reposition the process and make it a lot more fun, a lot less-stressful, and definitely a lot more profitable.

Whenever you meet someone new and are involved in a one-on-one conversation, take the focus of yourself and place it on him or her. Invest 99.9 percent of the conversation allowing them to talk mostly about themselves.

Isn't it true that the people we find most interesting are the people who seem most interested in us? Have you ever been involved in a conversation in which the person let you do practically all the talking? Rarely, I know. But, when you were, didn't you leave the conversation saying to yourself, "Wow – what a fascinating conversationalist that person was!"

You are now going to be that fascinating conversationalist.

How? Ask questions. Specifically, Feel-Good Questions®.

These are questions designed to put your conversation partner at ease, and begin the rapport-building process. These are not intrusive, invasive, or in anyway resembling those of the stereotypical salesperson. Feel-Good Questions® are simply questions that make your new prospect/ potential referral-source feel good; about themselves, about the conversation, and about you. Vital, because, remember, "all things being equal, people will do business with, and refer business to, those people they know, like and trust." Asking Feel-Good Questions® is the first step to accomplishing that goal.

So what are some of these Feel-Good Questions® questions?

#1. "How did you get started in the 'widget' business?"

I call this the "Movie-of-the-Week" question because most people love the opportunity to "tell their story" to someone. This, in a world where most people don't care enough to want to know their story.

#2., "What do you enjoy most about what you do?"

Again, you are giving them something very positive to associate with you and your conversation. You are making them feel special, important.

You've begun to establish a nice rapport with your new prospect. You're focusing on him or her, as opposed to you and your business, as many tend to do. He or she is starting to feel good about you and has enjoyed answering your first two Feel-Good Questions®. Now it's time for what I call the "One Key Question," and here it is: Begin with the person's name, then ask...

"How can I know if someone I'm speaking with would be a good prospect for you?"

Here, you've continued to establish yourself as being different from all others they meet who are in business, who only seem to want to know, "How can you help me?" or "How can I best sell you what I want to sell you?" Also, since you are asking for help in identifying *their* prospects, she will gladly supply you with an answer. And the fact is, nothing builds trust and credibility with a prospect better than actually referring business to them whenever possible.

By the way, if the person to whom you're speaking is, themselves, not in sales or in an active business, you can always ask, what are known as, "Form Questions." In this case you'd ask them about their F-Family, O-Occupation, R-Recreation and M-Message (what they are passionate about). Do people enjoy being asked about those topics? Absolutely. *They love it!*

Your conversation has ended and you never even mentioned your business or product line. Good, since your relationship with this new prospect may not be far enough along for him or her to be receptive to this— that's fine. Hopefully, you've gotten your prospect's business card. Now you are in the position to follow up correctly and systematically in order to nurture this new relationship.

Whenever meeting new people, the above questions plus gentle follow-up will help you to very quickly build your

prospect list with high-quality people with whom you can discuss your products or business when *you* choose to do so.

Know this:

The typical person knows about 250 people. Every time you meet one new person, and develop a relationship based on they "know you, like you and trust you" you've just increased your prospecting potential by 250 new people, every single time.

Do this often enough and before long, you'll cultivate a network of endless referrals.

Yes, it really is all about the relationships. And, as a leader and business-builder, you are responsible for building those relationships. To paraphrase John Milton Fogg, author of the Network Marketing classic, *The Greatest Networker in the World*, "Don't lead with the product, and don't lead with the opportunity... lead with the relationship."

Please keep in mind: In a Free-Enterprise based economy, the amount of money you make is directly proportional to how many people you serve. So, if you want to make a lot of money, simply find a lot of people to serve, and serve them well.

Here's the complete list of Bob Burg's 10 Feel-Good Questions®
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Question #1:

"How did you get your start in the 'widget' business?"

Question #2:

"What do you enjoy most about what you do?"

Question #3:

"What separates your company from your competition?"

Question #4:

"What advice would you give someone just starting in the widget (his or her) business."

Question #5:

"What one thing would you do with your business if you knew you couldn't fail?"

Question #6:

"What significant changes have you seen take place in your profession through the years?"

Question #7:

"What do you see as the coming trends in the widget business?"

Question #8:

"Describe the strangest (or funniest) incident you've ever experienced in your business?"

Question #9:

"What ways have you found to be the most effective for promoting your business?"

Question #10:

"What one sentence would you like people to use in describing the way you do business?"

...and the one "Key" Question that will set you apart from everyone else:

"How can I know if someone I'm speaking to would be a good prospect for you?"



Bob Burg is an internationally-known speaker and is author of the underground bestseller *ENDLESS REFERRALS: Network Your Everyday Contacts into Sales*. This business classic (over 150,000 sold!) has just been totally revised and expanded. You can purchase the book and/or sign up for Bob's weekly "Endless Referrals Video Briefs" by going to Bob's website at: <http://Burg.com>.