

## The BNI "Business-Building Interview"

With \_\_\_\_\_ Date \_\_\_\_\_

1. If I'm talking with someone, what would they be saying that would tell me they are an ideal client for you? (i.e. what triggers should I listen for?)

2. Conversation Starters: What are 3 ways that I can initiate an introduction of you, your business or service in a conversation?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. Specifically, whom do I know that you would like to do business with?

a. Who are your 3 best existing clients (be specific about what you do for them and why they're your best client)?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

b. Who are 3 EXACT people/companies you want to get introduced to? (Dream Client)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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

1. Industry: \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

2. Industry: \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

4. What 2 professions do you need to have in our BNI Chapter (those in your contact sphere that can help increase your referrals):

1. \_\_\_\_\_

2. \_\_\_\_\_

Designate each other "Partner-of-the-week." Go through your calendars with each other. Look at EVERY appointment, dinner party, seminar, community function, or event that is scheduled and find out:

*"Based on who 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?"*