

1-on-1 Marketing Meetings

Posted by [Coach](#) • September 23, 2009 • [Printer-friendly](#)



If your meetings consist of purely social discussions about golf, vacations, or your new mobile phone, you are squandering valuable marketing time.

Most professionals spend hundreds of hours a year in networking meetings with friends, relatives, and acquaintances. Unfortunately most approach these meetings (lunch being the most popular) haphazardly.

Avoiding business discussions or allowing only superficial ones is a missed opportunity to deepen a relationship. Not only is it okay to discuss business with friends, it's a true compliment to ask a person to educate you about their area of expertise.

What you do before, during and after the individual networking meeting is key. Here are a few pointers:

Before the Meeting

- **DO YOUR HOMEWORK.** What, or who, do you know that can add value to the person your are meeting with?
- **PREPARE QUESTIONS.** (see: "[13 Sure Fire Questions](#)" for inspiration)

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



During the Meeting

- LISTEN MORE AND TALK LESS. Learn their needs, and how you can help them.
- HELP THEM REDUCE THEIR "WORRY PILE." Everyone has "issues" - be attentive, and be ready to forgo your prepared questions of lieu of brainstorming solutions.
- ASK THEIR OPINION. Consider your own "worry pile" and find out how they can help you.
- ASK YOUR PREPARED QUESTIONS. These questions are surprisingly effective, even with people you've known for years.
- ASK TRANSITION QUESTIONS. These are designed to bridge the conversation from casual to professional. *"How does working with your current company compare to working at your former company?"*
- LOOK FOR MUTUAL BENEFIT. Actively explore putting your friend together with someone for their mutual benefit.

The Coach's questions -

1. **Are you networking effectively?**
2. **Do you consistently bring value to your networking meetings?**

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

