



1-2-1 Worksheet

Name _____ Sharing with _____ Date _____

NOTE: Please **time** your sharing and agree on start and end time. Always display a **positive** and **supportive attitude** with the person you are sharing with by **listening** carefully and giving **constructive feedback**.

1. What would be the **specific** product/service that you would like to share with me for this session?
2. What are your **USP** (Unique Selling Point) for this **particular** product/service?
3. Who are your **Target Customers** for this product/service? Can you give an **example/profile** of these customers?
4. Which **other professions/companies/organizations/departments** that would also **target/work** closely with the customers you **mentioned above**?
5. What are the few **simple words** or **line** that I can **conveniently say** to the **target customers** to **grab** their **attention** about your service/product?
6. What are the few **simple words** or **line** that I can **conveniently** say to the **individual/groups** in question 5 above to **grab** their **attention** so that they would consider collaborating with you?
7. What would be the most **common topic/complaints/problems** that your **targeted customer above** would **say/show** that indicates your service/product would be of **benefit to them**?
8. Can you help me to **scale** the referrals that I could give you so that I would be more **effective** for you?
9. What are the **typical referrals** that you **may** receive but are **NOT** the ones you are **looking for**?
10. What **other doors** I could **open** for you that might be part of your **business model/growth**?
11. Are there any **common objections** that your **targeted customer above** may say and **what** should I say to **convince** them?
12. What do you think I can do **better** to **enhance** our relationship as **Referral Partners**?
13. My **short term** goal in helping you would be to _____
14. My **long term** goal in helping you would be to _____
15. **When** is the best time that we can **meet again** for a 1-2-1 and what would be the **next** service/product you would be sharing with me?