

Asking the contact about themselves



When asking a new contact for personal information. Remember, those that just don't want to give you any information probably aren't interested in buying. Those that are interested in cast stone will tell you the info we need. If you speak politely and engage then in casual conversation you should be able to get the private information that will help us. Try to lead the conversation into non-work and non-project subject matter, such as sports, hobbies, or family.

Examples:

While asking about residential design ask if the wife (or husband) has any input into the design. Then ask her (or his) name and this can lead into questions about children.

Use your own personal info (example: mention your wife) as a lead in to ask about theirs. Ask about something in the local area where they live, like a sports team, or some local activity (example: ask about fishing if they live near a lake or coast.) These people want to talk about themselves and talking about yourself can break the ice.