

# THE ANATOMY OF A ONE-TO-ONE

- Premise: People give referrals to people, not businesses.
- Purpose: The relationship built during a One-to-One (1/1) serves to better support the decision to refer someone. This time is used to give each other the understanding of the person, their motivation and background, and to educate about the product and service offerings of the business. And, of course, the best type of referral their business could use. **THIS IS NOT A SALES CALL!**
- Timing: A 1/1 is usually about an hour long. Each gets a half hour to tell their story. Think in terms of three 10-minute sections. Here are some suggestions:
- General Personal Information
    - Married / Single (years)
    - Children
    - Hobbies
    - Musical Tastes
    - Food Preferences
    - Questions / Answers
  - Background Qualifications
    - Education
    - Experience
    - How you got here (the business)
    - Questions / Answers
  - Description of Product / Service Offerings
    - What sets you apart from your competition
    - Questions / Answers
- Conclusion: A properly conducted 1/1 will put you on the path of establishing a real relationship that is far beyond that of a general acquaintance, and each will be better prepared to offer with confidence, a referral to someone that needs one.

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