

BUSINESS-TO-BUSINESS NETWORKING MEETING SURVEY

Over the years we have discovered that different people have different interpretations of what is a Business-to-Business Networking Meeting. So, we have put together this brief survey to get your feedback on how these meetings should be structured.

Please answer honestly and candidly so as to help us understand your views on the subject.

Your Name (optional) _____

Industry _____

Occupation: _____

Duties: _____

Age: ___20-30 ___30-40 ___40-50 ___50+.

What city do you live in? _____

What is your definition of a Business-to-Business Networking meeting?

Where do you obtain your leads from to secure a Business-to-Business Networking meeting?

___ Business Cards picked up from other sources ___ Walk in
___ Networking Event ___ Referral ___ Other: _____

When you first acquire the business card what do you do with it?

___ Telephone call ___ Write a letter ___ Email ___ None of the above. Why?

What is your time frame of contacting this new lead once you have obtained the business card?

How do you decide whom you are going to contact of the Business Cards/leads that you did obtain?

How much time do you spend preparing for the meeting by learning more about your contact and their business?

Less than an hour More than an hour.

How much time do you spend preparing for the meeting on behalf of you and your business?

Less than an hour More than an hour.

What resources do you use to prepare for the meeting?

Google Look up their website Ask friends

Other: _____

How much time do you allocate for the Business-to-Business Networking meeting?

15 min ½ hr Hour More than an hour.

Where is the place of the Business-to-Business Networking meeting?

Coffee shop Office Home business

Neutral location

What is your initial purpose for setting up the meeting?

What are your expectations in the meeting?

What are the things you think every Business-to-Business Networking meeting should include?

What are the things that should not be included?

What are your turn offs?

What ideally needs to happen in your Business-to-Business Networking Meeting for you to be willing to refer this person to your contacts?

Once you have a Business-to-Business meeting, if no immediate customers or clients were attained what do you do with that name?

___Toss it ___Keep it ___Ignore it

Why?_____

What scenario would you consider the perfect Business-to-Business Networking meeting? Why?

What scenario would you consider the worst Business-to-Business Networking meeting? Why?

What is the average number of people that you actually meet with once you have obtained their Business Card?

How do you feel on a scale of 1-10 that you perform when it comes to Business-to-Business Networking meetings?_____

