

ESTABLISHING TRUST

LESSON EXERCISE

Communicating Likeability Questions

- #1: How did you get started in your current business?
- #2: Have you always been involved in the business you are in now?
- #3: What do you enjoy most about your profession?
- #4: What separates you and your company from the competition?
- #5: What does your ideal client look like? What makes them your ideal client?
- #6: What's important to you as it relates to business partnership?
- #7: What significant changes have you seen take place in your profession through the years?
- #8: What do you see as the coming trends in your business?
- #9: Describe the strangest or funniest incident you've experienced in your business?
- #10: What one sentence would you like people to use in describing the way you do business?