

The A+ Essentials (39 Questions) – What to Talk About

Individual

1. Favorite hobbies – what are they passionate about?
 2. Favorite magazine/periodical
 3. Favorite movie
 4. Leisure activities – weekend, vacation, etc.
 5. Favorite sports team
 6. Favorite participant sport
 7. Type of car owned/most liked – might be different
 8. Pet owner?
 9. Most recent book read
 10. Favorite place to eat
 11. Favorite food
 12. Status symbols in office – take note of and talk about awards, trophies, etc.
 13. Most recent seminar attended
 14. Most recent vacation – where? Where will the next vacation be?
 15. Taking classes – personal development, etc.
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Personal

16. Hometown
17. Date of birth
18. Current residence
19. Marital status and name of partner
20. Personal goals
21. Awards won
22. Dislikes
23. Views on topical matters
24. How did they get started in business?
25. How did they get started in their career?
26. College/university/other school(s) attended
27. Member of a country club?
28. Previous places lived in

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29. Previous places worked in

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30. Belief or faith

Family

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31. How many children? Who is in school? Studying what?

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32. Their activities/sports

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33. Their achievements

Business

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34. Most significant challenges

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35. Largest competitor

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36. Involved in which trade associations

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37. Subscribe to/read what trade publications

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38. Involved in what civic/community organizations

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39. Past experiences they've had dealing with your type of service