

How to Get More Business from Your 1-2-1s

Turning Conversations into Conversions

Why 1-2-1s **Matter**

- Strengthen trust through deeper conversations.
- Build credibility and rapport that goes beyond the weekly meeting.
- Identify new referral opportunities and mutual business synergies.





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The Most Common Mistakes

- Showing up unprepared or treating it like a casual coffee chat.
- Not taking time to understand your partner's business beforehand.
- Focusing only on yourself, instead of building mutual value.

Preparation is key

- Complete and exchange your GAINS profiles in advance.
- Bring real examples, stories, or visuals of your work.
- Have 2-3 targeted referral requests ready.
- Understand their business needs, challenges, and goals.



Ask the **Right Questions**

- Who is your dream client or account?
- What kinds of referrals make the biggest impact for you?
- What are common red flags or bad-fit clients for you?
- How can I support your business outside of referrals?



Position Yourself to Be Referred

- Share 1-2 strong success stories.
- Clearly explain your core services and the problems you solve.
- Provide phrases or scripts they can use when introducing you.



The Fortune is in the **Follow-Up**

- Send a thank-you message within 24 hours.
- Recap takeaways, referrals discussed, and next steps.
- Follow through on any promises or intros made.
- Set a reminder to check in after 1-2 weeks.





Leverage What You Learn

- Make 1 meaningful introduction that aligns with their goals.
- Endorse or recommend them online (e.g., LinkedIn).
- Highlight their business during your weekly meeting or on social media.

Quick Recap

- Prepare thoroughly and be intentional.
- Make the 1-2-1 about them as much as about yourself.
- Tell stories that make you memorable and referable.
- Commit to follow-ups and turn goodwill into business.



**Helping others grow is the
best way to grow yourself.**

Happy Networking!