



BAM Networking Worksheet

You know your business but knowing the business of other Phoenix members is the key to making strong referrals. Being able to make strong referrals will in turn bring more referrals back into your business. This worksheet is meant to be filled out during a BAM and used as future reference. This will become an invaluable resource to you as it will contain all information of each business you have met with and serve as a memory jogger. Name of Member: _____

General Questions to be asked of Phoenix Business Owner hosting the BAM

- What types of products and services does your company provide?
- What types of problems do your products and services solve?
- What types of customers and companies represent the best kind of referrals for you?
- What kind of referrals are you NOT looking for?
- What is the best referral you have received?
- How would we know if we have a good referral for you?
- What kind of questions to do we pose to start a conversation with a potential referral?
- What phrases might we hear from a potential referral that would suggest they would benefit from your products and services?