

Who Do You Know



Leading Questions

- ✓ Who is the best all-around sales representative who has called on you in the past six months?
- ✓ Can you think of a person whose job involves a great deal of traveling?
- ✓ Who do you know who has gone as far as possible in his or her own present work because it is in a family-owned business where all of the responsible positions are held by family members?
- ✓ Do you know an aggressive and ambitious person who has climbed to the position of manager of a chain store and who now sees an uncertain future ahead?
- ✓ Who do you know whose job security is threatened by factors beyond his or her control? (For instance, financial trouble in the firm for which that person works)
- ✓ Is some member of your church, synagogue, mosque, lodge, or civic group being forced to seek new employment for reasons beyond his or her control?
- ✓ Who do you know who has previously been forced to change positions and is now in a job beneath his or her ability?
- ✓ Do you know an aggressive and ambitious person working in a bank or some type of office environment who does not like the work because it is routine and confining?
- ✓ Has anyone who called on you recently looking for a position been so outstanding that you still remember his or her name?

My “Who Do You Know” Questions

Who Do You Know In...

1. Technology, computer, Internet sales
2. Pharmaceutical sales
3. Self-help courses
4. Advertising sales — Internet, newspaper, radio, TV, magazine
5. Stocks, bonds, mutual funds, commodity sales
6. Real estate — residential or commercial
7. Public relations
8. Charitable organizations
9. General sales — cars, clothing, sporting goods, furniture, etc.
10. Banking
11. Legal profession
12. Teaching or coaching

Who else could you recommend as a potential nominator?

