



How to Have Effective 1:1 Meetings That Don't Waste Each Other's Time

Studies show that if you consistently engage in three or more 1-2-1's per month, you will be more likely to give twice as many referrals – and equally important, you are more likely to receive twice as many referrals as people who do one (or less) 1-2-1 per month.

To better understand how to have an effective 1:1, let's start with what a 1:1 is not!

- A 1:1 is not a sales call; do not expect to transact business during this meeting. Focus on building a relationship.
- A 1:1 is not an interrogation.

A 1:1, also sometimes referred to as a coffee meeting, is an opportunity to begin building a relationship with someone you have met in a professional capacity; don't make it all about you. The most productive 1:1's proceed as follows:

- Set a meeting time, date and location; confirm this information the day before or the morning of the meeting.
- Make sure you have the contact info for the person you are meeting readily available just in case you need to reach them last minute.
- Arrive on time.
- Someone will always be the first to arrive; sit in a conspicuous location. If there is a hostess at the venue, tell them you are waiting for someone to join you. Give both your name and there's. And, if the person you are meeting "appears late", get up! Look around!
- Have an opener – a good ice breaker is a reference to where you met the person. Something like, "How did you enjoy that {insert name of event}?" or "How long have you been a member of {insert name of group, chamber, etc}?"
- When it's your turn, lead with a story. Who are you and what makes you tick?
- Figure out your commonality? Professionally or personally, what is there?
- If someone asks you how they can help you, be specific, TELL THEM!
- Follow up. Plan your next steps and your next exchange; this doesn't have to be another 1:1 meeting or your next group meeting; instead, perhaps, invite them to a networking event you will be attending.

And, if nothing else, remember the most magical words ever spoken at a 1:1, no, not "Please and Thank You" but, in this case never end your 1:1 without saying the magic words, "**How can I help you?**"