

Build Better Rapport with Small Business Banking Clients: 4 Inspiring Questions to Ask

Video Script



Building stronger relationships and increasing your sales with small business owners is all about asking the right questions. Get four powerful ones in this video and use them to get your next conversation off to a great start.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Hi, Nick Miller, Clarity Advantage, welcome back, this time to talk about questions to engage business owners in conversation.

So, of course, there are hundreds of questions, including these shopworn favorites: How did you get into this business? And..... What keeps you up at night? (I hate that one, like, if I'm asked that question one more time....)

So, how about these, that are a little more engaging and novel?

A question about the past: When you started (or assumed control of) the business, how did you know it was time? What happened in the moment when you thought, OK, I'm going for it?

A question about the present: When you reflect on your history with the business to this point, what gives you the greatest satisfaction? What are you most proud of? What are the coolest things you've done?

Another question about the present: What are the moments or activities that energize you, week after week, to keep going? What inspires you, personally?

And a question about the future: What are you most looking forward to as the business evolves? How do you see the business evolving forward from here?

There are dozens more, and these cover the "past, present, and future" of the owner's motivations and feelings so we can get in the groove with them, really get where they're coming from. They're a first step to building solid rapport and beginning a business relationship.