

Networking Questions

by Bryan Dilts

Industry specific

- What attracted you to this industry?
- How big is it? (People, \$\$\$, impact.)
- What are the biggest problems facing the industry?
- Which areas or specialties are growing the fastest?
- Which areas do you find most exciting?
- In 5 years, what are people going to say was the smart place to be?
- What are the most important industry associations? Which do you belong to?
- What trade publications do you receive?
- Who is the most well networked person you know? Who else?
- Who seems to know everyone and be universally respected?

Company specific (If it is not on the website)

- When was the company started?
- What has been the history of mergers and acquisitions?
- What are your most important products or services?
- Who are your biggest competitors?
- Which companies are the Davids that may knock out the Goliaths?
- How is the company organized?
- What kinds of clients do you serve
- What does your company do that keeps clients from leaving?
- Which competitors are career graveyards?

Job specific

- Who is the best _____ you've ever worked with?
- What made them stand out?
- How do the top _____ differentiate themselves from the rest?
- What are the growth opportunities in that job field?
- Who are the best known recruiters?
- Which company do you most like to hire _____'s from?
- What kind of training or education is a huge leg up in this field?
- Which certifications will make a difference?
- What is the profile of a great _____?
- What is the best work and educational background for a top person?
- Would you tell your son or daughter to enter this field right now?

Networking specific

- What advice would you give to someone in my position?
- Who do you know who can get me closer to someone who _____?
- What would you suggest I do next?
- What is the most effective way for me to network?