

# Trigger Sheet: Business to Business



Your Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_ Your Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

**DIRECTIONS:** Please circle if you know the person or someone in that company. Circle 1 if you do not know them well. Circle 5 if you know them very well.

		Rate	Name
<b>1</b>	Industry	1 3 5	
	Company Name	1 3 5	
	Title or Position	1 3 5	
	Name of Individual	1 3 5	
<b>2</b>	Industry	1 3 5	
	Company Name	1 3 5	
	Title or Position	1 3 5	
	Name of Individual	1 3 5	
<b>3</b>	Industry	1 3 5	
	Company Name	1 3 5	
	Title or Position	1 3 5	
	Name of Individual	1 3 5	

## Referral Partners

Category or Title	Rate	Name
1.	1 3 5	
2.	1 3 5	
3.	1 3 5	
4.	1 3 5	



Your Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_ Your Phone: \_\_\_\_\_

**Triggers (What to Look and Listen for)**

**Conversation Starters (Questions to Ask)**

**What to Say if There Is a Need**

**Unproductive Referrals**