



**55 GREAT ICEBREAKER QUESTIONS TO ASK AT
NETWORKING EVENTS:
BREAK THE ICE, BUILD CONVERSATIONS & HELP YOU
BECOME A PEOPLE MAGNET**

55 GREAT QUESTIONS TO ASK THAT BREAK THE ICE, BUILD CONVERSATIONS & HELP YOU BECOME A PEOPLE MAGNET AT NETWORKING EVENTS

Breaking the ice with strangers at a networking event is one of the most uncomfortable things to do. I know, I've been uncomfortable myself. So, I am going to give you 50 ways to not only ease the discomfort for you, but for the other people you meet!

Start by walking over to someone (usually someone you don't know) and extend your hand, introduce yourself. I've arranged these questions so that you can begin talking to people with the lower numbered questions and build to the higher numbered ones.

No matter what business you are in, or what business the other person is in, they will be thrilled that you initiated the conversation with these kinds of questions.

All you have to do is sit back and listen. When the conversation lags, ask another question. Eventually, the other person will begin to ask you questions. And you will be in a great conversation.

Go forth and ask away.

1. Tell me about your business?
2. How did you happen to come to this event?
3. What made you decide to attend?
4. What market are you in, who is your ideal client base?
5. What makes your business distinct from others in your field? What are some of the unique aspects to your business?
6. How can I be a good referrer for you?
7. What are some of the biggest challenges in your market?
8. What are some of the biggest challenges you've experienced this year?
9. Do you have employees? Tell me about your employees?

10. What conferences have you attended recently that you've enjoyed or found valuable?
11. What business books have you read recently that you've found valuable?
12. What are some of the things you've done that have helped your business or been successful for your business?
13. What solutions have you found for your business issues?
14. What networking events or groups have you found effective? How so?
15. What networking events or groups have you found ineffective? How so?
16. How do you stay in touch with your clients or customers?
17. What marketing techniques have you found effective?
18. What are some of the ways you entertain your clients or customers that have been successful?
19. Who are the decision makers in your client/customer base? Who do you need to reach to have a deal or proposal close?
20. What are some of the professional magazines that pertain to your field?
21. What are some of the business magazines you've read that you would recommend?
22. What are some websites you've seen that you've liked? Why?
23. What are some on-line newsletters you'd recommend? Why?
24. What's the biggest block to selling/marketing in your business?
25. What are some of the ways you or your team have overcome them?
26. Tell me how you got into your business?
27. What are some of the changes you've seen in your field recently?
28. What are some of your favorite ways to develop new business opportunities? (leads)
29. Who can I connect you with that would be beneficial for your business?
30. How do you see strategic alliances in your field? Has this been explored by you/your company? (If yes – what were the results?)
31. Tell me about what your interests are outside of business – sports, hobbies...
32. What seminars or workshops have you attended that you'd recommend?

33. What seminars or training workshops have you sent your employees to that you'd recommend?
34. Has your industry marketed on-line? How is this done?
35. What are some of the benefits of marketing online in your field? Disadvantages?
36. What were some of the challenges of developing the online part of your business?
37. In your view, what is the most important talent or skill people need to have in your business?
38. Have you ever used blogging or commenting on blogs as a business tool? What do you think about them?
39. What are some of the key trends in your field today?
40. How are you/your company addressing them (these trends)?
41. Does your business offer training of employees? What kind of training have you found valuable? (Technical? Leadership? Other?)
42. What kind of training have you found ineffective? Why?
43. What have you found most effective/beneficial in the management of your company (If speaking to the leader of a company, ask, what have you found to be the most effective management technique you've used?)
44. What do you think motivates your employees?
45. What do you think motivates your clients or customers to work with you or purchase from you?
46. What are some of the biggest marketing challenges you've had in your business?
 - Financial challenges?
 - Leadership challenges?
 - People challenges?
 - Business planning challenges?
 - Etc.
47. What should I be listening for when I speak to others that would indicate a good opportunity for you and your business?
48. What are some ways we might be able to work together?
49. What would you like more of in your business? What would you like less of?
50. What new business tactics have you explored since the recession began?

51. Which social networking sites are you active on? Which social media sites do you have a company profile on?
52. You've been in business a while. Looking back, what would you have done differently when you launched your business?
53. What business speakers have you heard lately? Whom have you liked?
54. Time is such a challenge all business people today. What are some of your favorite time management tips?
55. What new businesses areas or industries have you considered expanding into?