

Conversation Starters With Your Prospects

1. Do they have children? Grandchildren?
2. Special nieces/nephews?
3. What are their hobbies?
4. What's a fun memorable moment in their life?
5. What's an embarrassing moment in their life?
6. What made a big difference in their life?
7. What do they like and not like about the current president? (Shake your head and do not start a political discussion. If this is too sensitive for you, please skip.)
8. What are some of the most significant events in their life?
9. What was their first job? Favorite job?
10. Favorite professor?
11. Ask them about their first car. A story is bound to come out.
12. What topics get them really charged up?
13. What book are they reading? What music do they listen to?
14. Why do they support your organization?
15. How did they meet their partner?
16. Ask them to describe their role in their family. Are they the quiet one? The idea person? The peacemaker?
17. What's an item they're willing to splurge on? What's something they'll go as cheap as possible?
18. If you're in their home or office, look around. Ask about the unique piece of art on the wall, the photo on their desk, the knick-knacks on their bookshelf.
19. Pet Peeves?
20. First car?
21. Favorite color and why?
22. If applicable, favorite memory from the organization? (Applies to schools).
23. Any superstitions?
24. Favorite foods? Holidays? Vacation spots?
25. First love? Last love?
26. Feng Shui – Is the house clean? Cluttered? Dead plants? Medicine cabinets?

A Good Question to Ask:

If I could show you a way to redirect your taxes and help our mission, would you be interested in talking about it?

This is all discovery.

Please submit ideas and questions to us! Success@PlannedGiving.com

