



Questions to ask when you are given a new contact.

Or

How to be a smooth investigative reporter.

Background

One of the key reasons it is so challenging to pick up the phone to call a new contact is we know almost nothing about them. Why? Because we were so happy to get the name in the first place we didn't take time to ask a few important questions. Questions, that if you ask them, will make the call so much easier and the chances of "connecting" with the contact much greater.

Below are a few I would always ask and please remember to do this in a low key, almost "by the way...." style versus the tough reporter or prosecuting attorney.

- How long has Bill been at Xerox? Before Xerox?
- What are the areas he is responsible for?
- What are the current challenges that keep him up at night?
- What is his style? A BL guy? Or does he like to schmooze?
- Would he meet for a cup of coffee?
- What is your recommendation on how I should contact him? Phone or email?
- Should I include my resume and/or Marketing Plan?
- What are his hobbies?
- Does he have a family?
- What community does he live in?

Close

Mary, you have been so helpful. I really appreciate your help. Please call me anytime if there is anything I can do to help you. BTW is there anything I should have asked about Bill that I didn't?

Good luck!