



Scenario: How do I find out what the contact knows

Customer

Why should I tell you who I know? What's in it for me?

Salesman

- 1) You might offer a rebate, or some other product based incentive to a contact to get further personal information.
- 2) Ask other questions, maybe about whatever projects we heard about in PTL3.0 Convert Lead To Contact. Make up questions if you have to, lead up to what you really want to know, perhaps phrasing the question as more a personal inquiry, and a matter of curiosity.