

8 Questions You Should Ask Your Perspective Business Partners

1. What makes your company better or different than your competitor?

2.
 - a) Who would you say are your 2 direct competitors?

 - b) What attributes of their business make them your competitor?

 - c) What gives you the competitive edge over them?

3. What referral or lead would you not want? (What is not your niche?)

4. What association or group are you looking to be connected with?

