

Rapport Information One-Sheet

Customer Name _____ Nickname (if any): _____

OCCUPATION / WORK

What do you do? Where? How did you get into that line of work?

What did you do before you got into that?

What's the #1 business challenge you face these days? (What keeps you up at night?)

Does your spouse work? What does your spouse do? Where?

SPORTS INTERESTS

Do you have a favorite sport? A favorite team?

Have you been to a game recently? When? Who did you go with?

Where did you sit? What was your experience?

Have you ever been to one of our games? When? Who did you go with?

Where did you sit? What was your experience?

PERSONAL

Birthday Home town Family in the area?

What do you enjoy doing when you're not working? (Hobbies, interests)

Are you married? How long? What does your spouse enjoy doing?

Do you have kids? How old are they? (Names/ages)

What do they enjoy doing? Are they in sports? In college? Where?

Where are you originally from?

What's your alma mater? (Did you pledge a fraternity or sorority?)

Were you in sports in high school or college?

Are you a member of any clubs or organizations? Are you active in the community?

Customer is proud of: _____

Customer is passionate about: _____

Need to avoid conversations about: _____

Other people that the prospect would be interested in going to games with:

