

# The GAINS Exchange

## PRACTICAL TAKEAWAY

In your next 1:1, set aside your pitch entirely for the first 20 minutes and use GAINS. Ask one question from each category. Notice what changes about the quality of the conversation and the referral potential you discover.

**1:1 partner**

**Date**

**G — Goals: question I'll ask**

**A — Accomplishments: question I'll ask**

**I — Interests: question I'll ask**

**N — Networks: question I'll ask**

**S — Skills: question I'll ask**

**What I learned / referral potential discovered**