

Meeting Template: 12 Questions to Ask During Your Relationship Discovery Meeting



Matt Verderamo is a former VP of Precon at a leading exterior subcontractor turned sales strategy consultant who has secured tens of millions of dollars in construction sales.

Additionally, he has built a community of over 8,000 LinkedIn followers where he shares tips for relationship-building and effective communication.

[Follow Matt here for more strategies.](#)

What is a relationship discovery meeting?

You just received an invitation to bid or identified a target customer. Before you sign that million dollar contract, you need to figure out if this is a partner who values what you do.

The relationship discovery meeting is a strategy for uncovering practical values to determine if this is someone you want to work with.

Using these thoughtful open-ended questions, you can identify problem GCs or aligned partners before you hit the jobsite.

Here's where to start:

1. Can you describe your last successful subcontractor partnership?
2. In your opinion, what distinguishes a subcontractor as a true partner rather than just a service provider?
3. Who else will be involved in making the decision for this project?
4. When you think about the next 3-5 years for your (division), what are the things your subcontractors are doing that will make you successful?
5. How do you think your subcontractors would describe working with you?
6. In your experience, what qualities or attributes have stood out in subcontractors who have become long-term partners?
7. Can you share an example of a challenging project where the collaboration with subcontractors played a crucial role in overcoming obstacles?
8. How do you typically handle communication between subcontractors on a project to ensure smooth coordination?
9. Are there any specific safety protocols or standards that subcontractors are expected to adhere to on your projects?
10. How do you approach feedback and performance evaluations for subcontractors during and after a project?
11. How do you address unexpected changes or challenges that may arise during a project, and how are subcontractors involved in problem-solving?
12. Could you share an instance where a subcontractor went above and beyond expectations?
13. How do you handle disputes or disagreements between subcontractors and other project team members?