

ASK QUESTIONS

Customer Insights Survey

It is amazing how often your clients will be able to articulate the best positioning for your firm, even if you can't. Ask or hire someone to ask your clients several telling questions. Find out why they hired you in the first place. Find out what you do that others don't. Find out what frustrations they have with your firm and industry as a whole.

Company

Date

Interview Name

1. When you started researching our products/services, why were you doing it? In other words, what did you want or hope to gain from it? What motivated you to look for our products/services?

2. What problems were you hoping to solve by working with us?

3. How were those problems making you feeling at the time?

4. Can you identify any root causes of the problems we just discussed?

5. Why did you choose to work with us in the first place?

6. What do you like most about working with us?

7. What fears did you have in working with a company like ours?

8. What negative consequences have you avoided or eliminated by working with us?

9. What positive changes or benefits have you experienced in working with us?

10. Do you feel like you have become something different by working with us? Have you experienced any type of transformation as a result of working with us?

11. What could we/our products/services do for you that we don't?

12. Have you referred us to others? If yes, why? If no, why?

13. What do we do that others don't?

14. What phrases would you use to search for our products/services/solutions?