QUESTIONS TO ASK YOUR CUSTOMERS

By Tom Searcy

Good Question - “What could our company do to serve you better?”

Great Question – “Tell me about your favorite service experience you have had, whether in business or as a consumer.”

Great Question – “What is the one thing none of your vendors do that you wish they would?”

Good Question – “How is our team doing on your project?”

Great Question – “What’s the most recent example of how we have exceeded your expectations on this project?”

Great Question – “Is there a recent example where we have not met your expectations?”

Good Question –  “Are there other ways in which our two companies can work together?”

Great Question – “The biggest challenges we help our clients with after we have helped with (the challenge you are currently providing solutions for), include (provide a list of two to three additional services). What challenges are you facing in those areas?”