**Client’s Customer Survey | Customer Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_**

How long have you worked with us?

What do we do for your business?

Do you work with them for personal as well?

Do you remember why you chose us in the first place? What changed that made you want to contact us?

What are our strengths?

What do we do that others don’t or didn’t?

What is the biggest problem we solved for you?

Where have we let you down? What about service, billing, communications?

What frustrates you about the industry as a whole?

If I were to ask you one word that best describes them what would it be? OR How would you describe them to a friend on the golf course?

What 3 things would you tell another business person that is looking for (product/service us sell) to make sure they understood, before they bought.

What types of communications or interactions with \_\_\_\_\_\_\_\_\_\_ do you think would make your job easier and increase the value of the relationship between your company and us?

Are there other issues you are wrestling with today that you’d like us to be able to help you solve?

If you were going to find a new \_\_\_\_\_\_\_\_\_\_\_ to work with today, how would you go about doing that?

If we gave you the keys to the business, what would you do to improve the value we provide for our customer?