

QUESTIONNAIRE

The following is a list of questions designed to clarify the profile of your ideal customer and their specific requirements. A better understanding of your customer will help you increase sales, gain a stronger competitive advantage and grow your business in a consistent manner with measurable results.

1. What are your overall business goals? Financial? Customers? Brand Image? Other?
 - a. Over the next 18 months? _____
 - b. Next 3-5 years? _____
 - c. 10 years from now? _____

2. Where is your target market? Who is your target audience? Have you been able to attract business from your ideal target audience, or is your current business coming from others?

3. What primary message do you wish your company to convey to your target audience?

4. How does your company differentiate itself from competitors? Do you know all of your competitors? Direct competitors? Indirect competitors?

5. What are the key reasons why customers choose your company?

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