Client 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 Name

Date

Interviewee Name

Why did you choose us in the first place?	Do you refer us? If yes, why? If no, why?
Why do you stay with us?	What could we/our products/services do for you that we don't?
What do we do that others don't?	What phrase(s) would you use to search for our product/service/solution?

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