

Business Service Survey

Name _____ Title _____
Company _____ Address _____
Phone _____ E-mail _____

1. Please describe your business, when and why you started it?

2. What are both your short term and ultimate goals for company?

3. How have your customer's expectations changed over the past year or so and what challenges does that create for you?

4. If you had to choose 1 (or at most 2) major blocks or problems you face that are keeping you from moving ahead in your business, what would they be?

5. What are the most pressing issues for you in running your business? Rate each topic from 1-5 (5 being the most pressing)
The survival of your business 1 2 3 4 5
Quality and quantity of leads generated 1 2 3 4 5
Under par sales performance 1 2 3 4 5
Revenue and profit goals not being met 1 2 3 4 5
Differentiating from the competition 1 2 3 4 5
Dealing with employee issues. 1 2 3 4 5
Changing customer expectations. 1 2 3 4 5
Other _____ 1 2 3 4 5

6. What resources do you currently use to solve business problems?

7. If you were to work with someone on your most pressing issues, how could they be most helpful?

8. What would person/firm need to offer to convince you of the value of their service?

9. Would you most likely hire a consultant, business coach an advisor? Have you ever used any of the above before? If so, how was the experience?

10. When you select someone to work with, what are the most important considerations? Rate most important 5, next in importance 4 etc

Experience and background	
General comfort and confidence in person	
Ability to listen and understand your business issues	
Cost of services	
Customer/client list	

11. How would you find a business advisor, consultant or coach? Check all relevant.

- Internet search _____
- Personal referral _____
- Article author, seminar presenter _____
- Personal meeting _____
- Referral service _____

12. How would you evaluate the success of the service?

13. What would you be willing to pay (per month) for someone who could assist you in