

Expert Business Solutions Inc. Qualifying Questionnaire

Contact Information	
First Name:	
Last Name:	
Position:	
Company:	
Address:	
City/State:	
Zip/Postal Code:	
Tel:	
Fax:	
E-mail:	
Appointment Date:	
Appointment Time:	

1. How did you learn about us?
2. How long have you been in business?
3. What main marketing strategies are generating your customers?
4. What other things are you doing to attract new customers?

5. What are you doing to keep your current customers happy and returning to buy from you again and again?

6. How many current customers do you have on your database?

7. Do you have a proactive referral-generating system in place that produces measurable and predictable results time after time? Can you describe it to us?

8. Who do you consider to be your top three competitors and where are they based?

- 1.
- 2.
- 3.

9. What is your last three years' annual revenue and gross profits?

Period	Revenue	Gross Profit
This year (projected):	\$	\$
Last year:	\$	\$
Year before:	\$	\$

10. If you could wave a magic wand over your business, what would you like to see happen? What would you like to achieve? What is your dream?

11. How serious are you about improving your business so it runs at optimal performance and profitability levels? In other words, on a scale of 1 to 10, one being not at all and 10 being absolutely right now, do or die, must do this, where would you be? (If not a 10, why not?)

NOTE: You may find it easier, faster and more comfortable to just pick up the phone and call us. We prefer it – if you do. If you do decide to call, ask to speak to either John Dillender or Dale Smith personally.