

CUSTOMER PROFILE SURVEY

Name:
Company:
Position:

1. How did you first find out about us?
2. Are there companies that you see as our competitors? (If YES, please list the top 2-3 that come to mind.)
3. How did you first become aware of these companies? [May be different for each.]
4. When you were shopping for [your product] and you selected us, what did you look for in vendor?
5. Did you consider any alternatives to [name of your company]? If so, how did you make your decision?
6. Thinking back to when you made your purchase decision, is there anything you saw about us that especially helped you decide to buy from us? (Brochure, news article, website, online, referral, other?)
7. Are there changes we can make in order to be clearly superior to our competition?
8. Do you anticipate buying more, or less, or about the same amount of [your product] next year?
(If LESS, Is there something else that you will buy in its place?)
9. Do you regularly attend trade shows? (Which ones?)

10. Which professional and trade associations are you a member of that are specific to your line of business?

11. Do you shop online for [your product]? What search strategy do you use?

12. Are there newsletters or websites that you read/visit regularly?

13. What other sources of information do you consider credible that help you make purchase decisions?

14. Please tell me a few basic facts about your company:
 - Length of time in business?
 - Size of company (\$ revenue, # employees)?

15. Who (in addition to yourself) makes or influences purchasing decisions within your organization? What are the functional titles of decision-maker and influencers?

16. What was your thought process leading up to your purchase decision? How long did it take?

17. Did outside advisors (e.g., consultants, investors) play a role in your decision process?

18. Has our product/service enhanced your profitability? If so, how?

19. May we use what you just told me as your "testimonial" about our product/service and its value to you on our website and brochures? (Be careful to get permission to use their name.)

20. Have you ever thought, "if only a company like ours could do [BLANK] for me, life would be so much easier?"
...Tell me about BLANK and how you would find it useful.