
Questions for Business Growth

CUSTOMER VALUE

1. What is your value proposition?

2. How effectively do you communicate customer value in marketing and sales materials?
Explain.

3. How is your value proposition different from your competitors'?

4. What gives your company a competitive advantage?

6. What are your current strategies for assessing the actual customer experience of value for
a) your best customers and b) all of your customers? (For example, do you use customer
satisfaction surveys?)

7. How often do you check in with your customers about the value they're getting?

8. a) What questions do you ask to get useful customer feedback? b) What do you do with all of the information once you have it?

9. What are your current strategies for improving customer satisfaction?

10. How do you go above and beyond for your most profitable customers?

11. Is your customer base growing or shrinking or staying stable? (Provide details: number and dollar volume of customer last year, customer the year before, new customers, lost customers).

12. What is your desired customer experience (defined in terms of customer results and their experience along the way)?

13. What are your top three priorities for maintaining or enhancing customer value as you grow?

14. How actively do you focus on developing or enhancing your products and/or services?

Notes/Insights:
