

Ask Questions!

How Well Do You Really Know Your Customer's Business?

- What are the key elements of your Customer's business strategy?
- What is your Customer's business model and value proposition to their customers?
- How does your Customer make decisions? Who is involved in decision-making?
- Is this Customer more short-term or long-term focused?
- How does your Customer approach problem solving - conservative or more risk-oriented?
- What were the key drivers of the Customer's business performance last year?
- Will this Customer be a significant force in the marketplace in the future?
- What are the key ratios or measures the Customer uses to gauge their performance? How does your customer measure success?
- How can we help them look good to their constituents? Who are their key constituents?
- What % of total sales revenue does our product/portfolio represent? What percent of profit?
- What impact does our product/portfolio have on the Customer's operations? Equipment? Staffing?
- How is your Customer's pay and bonus plan structured? What effect does our product/portfolio have on their compensation?
- What are the key marketplace trends that your Customer must deal with?
- What are the needs/expectations of your Customer's customer? Are they changing?
- What are the key projects and/or business processes your Customer has put in place to drive future success?
- What is your primary contacts' role in these projects and/or business processes?
- What role can DAS play in these key projects and/or business processes?
- What unique strengths can/should DAS leverage with this Customer?

