

## **DRAFT QUESTIONS TO CEO AND CMO**

### **CEO**

- Do the online sales align with your expectations?
- What metrics do you prioritize to evaluate the online sales?
- What challenges do you see in ongoing sales and how are you addressing them?
- What could be the other strategy if the sales decline abruptly?

### **CMO**

- What marketing campaigns will impact the customers to buy our product?
- What customer insights can be drawn from the sales data?
- How does the marketing team use data to improve and predict online sales?
- How do you use customer feedback from online purchases to shape marketing strategies?