

QUESTIONS FOR PROSPECTS

Summarize the call by paraphrasing the sequence of numbers.

1) REVENUE

A) How much annual revenue are you making? _____

B) How much revenue is from the online funnel? _____

2) USERS

A) Who are the customer segments? _____

B) How did you determine the customer segments? _____

3) PRODUCT

A) What packages do you offer? How do they differ? _____

B) How did you determine the prices? _____

4) WEBSITE

A) How are you choosing the design or copy? _____

B) How much monthly traffic are you getting? _____

D) How much monthly traffic are you getting? _____

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5) CURRENT PROCESS

- A) Are you currently optimizing the website? How? _____
- B) What tools are you using? _____
- C) Have you conducted any market research in the past? _____
- D) Have you explored relevant academic research? _____

6) GOALS

- A) What prompted your interest? _____
- B) How is this problem affecting your business? _____
- C) What are you hoping to accomplish from this project? _____
- D) When do you need to see results by? _____

7) COMPANY

- A) How is your team structured? _____
- B) What does the workflow look like? _____
- C) How tied up are resources right now? _____
- D) Who will have the final say in the decision? _____
- E) Whose budget will support this project? _____
- F) Who else in the organization could benefit from this project? _____

8) PROJECT

- A) Will you be shopping around to other agencies? _____
- B) What do you look for in an agency? _____
- C) What is your biggest fear when hiring an agency? _____

Is there anything that would stop you from moving forward?