

Thoroughly Pro Initial Discovery Questionnaire

Thank you for taking the time to complete this questionnaire. Your responses will help us build a website and digital strategy that truly reflects Thoroughly Pro's strengths and business goals.

Please answer as many questions as you can. Don't worry if you can't answer everything - we'll discuss any gaps during our follow-up conversations. Feel free to be as detailed as you'd like in your responses.

Estimated Time: 30-45 minutes

Your Information

Full name

Evan M. Cormier

Phone number

603-465-8225

Email address

ecor6585@gmail.com

Business Overview

How would you describe Thoroughly Pro in one sentence?

Specialty commercial and industrial cleaning service company

What makes Thoroughly Pro different from your competitors?

Responsiveness and empathy. Whether we are dealing with an established client or a new one, we are always listening first and foremost. Every building or site has unique challenges, and our clients are ultimately the experts on what hardships they experience day to day. Therefore, we listen, and only AFTER listening do we bring our experience to bear in the form of a tailored solution.

Why do clients choose Thoroughly Pro over other cleaning companies?

What is your company's biggest strength?

If you had to pick one thing you want potential clients to know about Thoroughly Pro, what would it be?

We listen, we are very interested to hear what challenges you face and we thrive on developing new solutions for your emerging needs.

Current Operations

Which services do you currently offer?

Commercial/industrial cleaning, facility/warehouse cleanouts, carpet cleaning/extraction, floor stripping/rewaxing

Which services are most profitable for your business?

Which services do you enjoy providing the most? Why?

Personally, I enjoy the carpet cleaning. Clients are always so surprised by just how clean they can get with our equipment, very satisfying reactions there.

Are there any services you'd like to offer but currently don't?

Are there any services you'd like to phase out or de-emphasize?

What geographic areas do you currently serve? (Please list towns/cities)

Chesterfield, Keene, Swanzey, Concord, Lebanon, Newport, New London

Are there any areas where you'd like to expand?

What's the farthest distance you're willing to travel for a client?

Are there specific areas where you're particularly strong or well-known?

Concord, NH and Keene, NH

Target Clients & Ideal Customers

Who is your ideal client? (Be specific - type of business, size, location, values, etc.)

Industrial manufacturing, multiple facilities in several cities/towns, located primarily in Southern NH, 5-day minimum cleaning schedules

What types of clients are most profitable for your business?

What types of clients are the most enjoyable to work with?

What types of clients should you probably avoid or refer elsewhere?

Small offices, wants cleaning less than 5 days per week

Describe 2-3 of your best current clients. What makes them great?

Barton - Keene, NH:

Medium size office, leadership hierarchy is very organized and responsive. What we like best about them is that they have a culture of collaboration that works hand in hand with our solutions-based approach. Any issues that arise are always easy, even a joy, to handle because they are always up for a respectful discussion about what direction to move in next.

UNFI - West Chesterfield, NH

Not an easy building to manage, several hundred daily staff, lots of foot traffic in and out of a warehouse. What makes this building so great, however, are the people. Everyone in that building is hands on with the hard work, from warehouse selectors to senior leadership. They fully appreciate the difficulty we go through and sincerely appreciate the effort our staff puts in every day. We interface heavily with the building maintenance crews and each crew reciprocates effort to the other.

How do your best clients typically find you?

Current Marketing & Lead Generation

Where do your current leads come from? (Check all that apply and note approximate %)

☒ Referrals/Word of mouth

☐ Google Search

☐ Google Business Profile

☐ Social media

☐ Existing website

☐ Networking events

☐ Direct outreach/sales

☒ Repeat business

☐ Other:

What has been your most successful marketing or lead generation method?

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What marketing have you tried that didn't work well?

In-person cold calling

.....

How many leads per month would be ideal for your business?

.....

What is your typical conversion rate from lead to client?

.....

Current Capacity & Growth Goals

Are you currently at capacity, or could you handle more work?

Can handle more

.....

If you're at capacity, what would need to change to take on more clients?

.....

What is your growth goal for the next 12 months?

☐ Maintain current level

☐ Grow 10-25%

☐ Grow 25-50%

☐ Grow 50%+

☐ Other:

Current Website & Digital Presence

What do you like about your current website?

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What frustrates you about your current website?

What are the top 3 things a new website must accomplish for your business?

1. More accurate portrayal of the type of clients we are pursuing
2. Steering clients to direct contact with sales staff more quickly, preferably via phone
3. Simple FAQ page to build confidence in client and drive that first conversation

Are there any competitor websites you admire? If so, which ones and why?

Are there any non-competitor websites you like? What do you like about them?

What actions do you want visitors to take on your website?

- ☒ Call you
- ☐ Fill out a contact form
- ☐ Request a quote
- ☒ Learn about your services
- ☐ Read about your company
- ☐ Other:

Who are your top 3 competitors?

What do your competitors do well?

Where do you outperform your competitors?

Tailored services and quick response times regarding concerns and/or emergencies

What do clients say when they choose you over a competitor?

Often, after choosing another company over us, we get a call to come in a re-bid. They realize that what we were proposing was a necessary solution and the bare-bones job from our competitors, while cheaper, was inadequate.

What do clients say when they choose a competitor over you?

Price is usually a big factor

How do you typically hear about lost opportunities?

Brand & Messaging

How would you describe Thoroughly Pro's personality/character? (e.g., professional, friendly, innovative, traditional, etc.)

What words should people think of when they think of Thoroughly Pro?

Professional, collaborative, respectful and thorough

What words or phrases should we avoid in describing your business?

cheap, budget-friendly

Do you have a tagline or key message you use now?

Is there a story behind how Thoroughly Pro was founded or why you do what you do?

What do you want potential clients to feel when they visit your website?

Goals & Success Metrics

What would make this website project a success for you? (Please be specific)

Drive engagement specifically as regards getting them on the phone with a representative from our company (ie Pete, Theresa, Dave, or Evan) so we can schedule a walk-thru ASAP

How will you measure whether the new website is working?

☒ More phone calls

☐ More contact form submissions

☒ More quote requests

☒ Higher quality leads

☒ Better close rate

☐ Increased revenue

☐ Other:

What would you consider a good ROI on your digital marketing investment?

What is your timeline for seeing results?

☐ 3 months

☒ 6 months

☐ 12 months

☐ Other:

Decision Making & Process

Who needs to be involved in major decisions about the website?

Pete, Theresa, Dave, Evan

How do you prefer to communicate?

- ☒ Email
- ☒ Phone calls
- ☐ Video calls
- ☐ In-person meetings
- ☒ Text
- ☐ Other:

What's your preferred frequency for project updates?

- ☐ Weekly
- ☐ Bi-weekly
- ☒ Monthly
- ☐ As needed
- ☐ Other:

Are there any important deadlines or time-sensitive considerations?

.....

Content & Resources

Do you have professional photos of your team, equipment, or work?

Not at the moment, can get some soon

.....

Do you have any existing marketing materials we should review? (brochures, presentations, etc.)

.....

Do you have any client testimonials or case studies we can use?

Work in progress

.....

Are there any industry certifications, awards, or affiliations we should highlight?

.....

Do you have any employee certifications or specialized training we should mention?

.....

Additional Thoughts

What questions do you have for us about this project?

What concerns do you have about moving forward?

Is there anything else we should know that would help us create the best possible website for Thoroughly Pro?

What are you most excited about with this project?

Very excited to talk to more people, refine our information and talking points, and get new walk-throughs scheduled!

Thank You

Thank you for taking the time to complete this questionnaire. Your detailed responses will help us create a website and digital strategy that truly serves Thoroughly Pro's business goals.

If you have any questions while completing this questionnaire, please don't hesitate to reach out.

Paul Carnevale

Carnevale Design

paul@carnevaldesign.com

603 558-3639

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