**Needs Assessment:**

**How did you get into this business?**

* Years in business?
* Number of Employees?
* What were the goals when you first opened up shop, where did you see yourself compared to where you are at today?

**So talk to me about how business is for you currently?**

* What is the competition level like in todays Market?
* What do you see as your biggest hurdles in getting new customers today?
* How are you currently advertising to ensure that the new customer flow remains at a high level?
* What services are you promoting / offering?
* What is the Return on Investment you are seeing from these efforts?
* How are you tracking to ensure you are seeing the Return on Investment?
* How much are you spending?

**Let’s outline your goals and where you want to be in the future:**

* How much more new business can you take on?
* How long have you been without being at capacity?
* Out of the services you told me you provide which one would you like to see more of? Which one offers you the best bang for your buck?
* What is the avg price that you charge for that service?
* DO A REVENUE GAP – ask what would that additional revenue do for your business?
* If we drove you 10 calls from clients looking for this service how many could you turn into a job?

**Great:**

* In order to get you \_\_\_\_\_\_\_\_# of new customers we would need to generate \_\_\_\_\_\_\_\_ # of calls. This would ensure that you will be putting yourself in position to absorb that $\_\_\_\_\_\_\_\_\_\_\_\_ in revenue that we were speaking about.

Lets jump right in here and let me show you exactly how we can do this for you. My goal is to ensure that we can not only achieve these goals but exceed your expectations. So let me show you how. **GET INTO THE DEMO!!**