

# Ten questions to verify your employees understand your clients



NUMBER ONE

Do your team members understand how your customers add value to their customers?



NUMBER TWO

When was the last time anyone other than sales talked to a client about things other than processes or problems?



NUMBER THREE

When was the last time anyone other than sales went for a site visit to your top clients' offices?



## NUMBER FOUR

If you asked your team members who your top ten clients are and their biggest challenges, could they tell you?



## NUMBER FIVE

Do they know what currently frustrates your clients about your working relationship and how to resolve it?



NUMBER SIX

Do they know what problems your customers cannot solve and must resolve to move forward?



## NUMBER SEVEN

Do your team members understand how they currently add value to your clients?





NUMBER EIGHT

Do they understand  
your clients' current  
significant projects  
and how they impact  
their operations?



NUMBER NINE

Are your clients  
currently hiring or  
downsizing and  
why?



NUMBER TEN

Do they understand  
the breadth of the  
solutions you provide  
and how those can  
help your clients  
succeed?



If they cannot answer these questions, you are on your way to being viewed as a commodity.

Easily forgotten and soon replaced.





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# LET'S TALK!

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