

9mmpr

THE CLIENT WINNING QUESTIONNAIRE

**16 questions to
achieve the recognition
and success your
business deserves**

A WORD FROM **ALEX MOSCOW**, FOUNDER



Over two decades, I've helped hundreds of entrepreneurs and business leaders establish themselves as experts in their field.

During that time, I've positioned their businesses as the go-to providers in their industry and empowered them to engage and attract their most profitable prospects.

Our work together has resulted in the elevation of their personal and company brand, full sales pipelines, and closed contracts worth £100,000s.

Looking back every success can be traced back to one invaluable tool - this questionnaire.

These questions are extremely powerful. The insights generated from them can be used to supercharge your sales and marketing. This includes the creation of:

COMPELLING CASE STUDIES THAT POSITION YOU AS YOUR MARKET'S PERFECT PARTNER

CONTENT MARKETING CAMPAIGNS THAT CONVERT INTO NEW BUSINESS

EMAILS THAT DRIVE LEADS FROM PERFECT PROSPECTS

CONSISTENT, QUALITY MEDIA COVERAGE IN KEY PUBLICATIONS READ BY YOUR MARKET

SEMINARS THAT END WITH A LONG LINE OF PEOPLE WAITING TO SPEAK TO YOU



WHAT MAKES THESE QUESTIONS **POWERFUL**?

At 9mm, we have a set of core principles that inform our processes, and deliver consistent success for our clients. Chief among these is our conviction that:

Your best clients will tell you everything you need to know to successfully sell to people just like them.

You just need to know what to ask.

Remember - people don't buy new or unique. They buy what everyone else is buying because that's the safest option. It's why we ask people we know, like, and trust for recommendations. And it's why your clients will be your best sources of insight, inspiration, and introductions.

We have proven the effectiveness of this principle time and time again. Now you can, too. What follows are the exact questions we ask to gain the insight needed to engage and attract people like your best clients and customers.

YOU'RE NOT GOING TO WANT TO DO THIS. AND THAT'S EXACTLY WHY YOU SHOULD.

Competitive advantage comes from taking the leaps of faith that your competition isn't prepared to.

Most businesses never gather the customer-winning insights that this questionnaire uncovers, because too many founders balk at the idea of speaking to their customers about the work they've done together.

They're scared. They fear hearing something bad or worry that it might damage the relationship.

But in truth, it's the opposite. In my experience, when you've done a brilliant job and delivered the results your customers were hoping for, they will be only too happy to take this journey with you.

I've carried out this process for every one of my clients, and I've never had one of their customers turn the opportunity down.

What's more, my client's customers have even thanked me for the interview! Why? Because they also gained valuable insight from it.

But perhaps most importantly, the interview has led to repeat business from the customer, and even better - to successful referrals for new business.

So strap in. You're about to take the first and most critical step in achieving the recognition and success you so richly deserve.

The Complete Customer Questionnaire

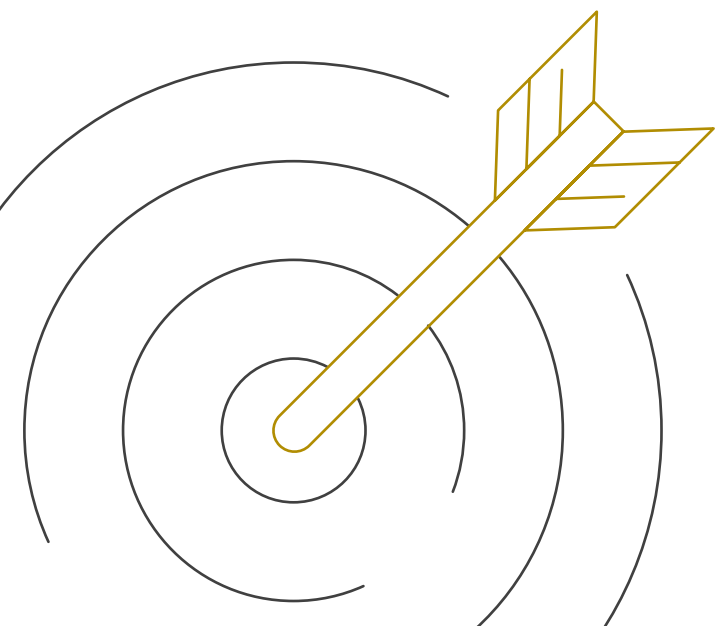
Below you'll find each question and an explanation of why they are important. You don't have to ask them verbatim. By all means, make them your own.

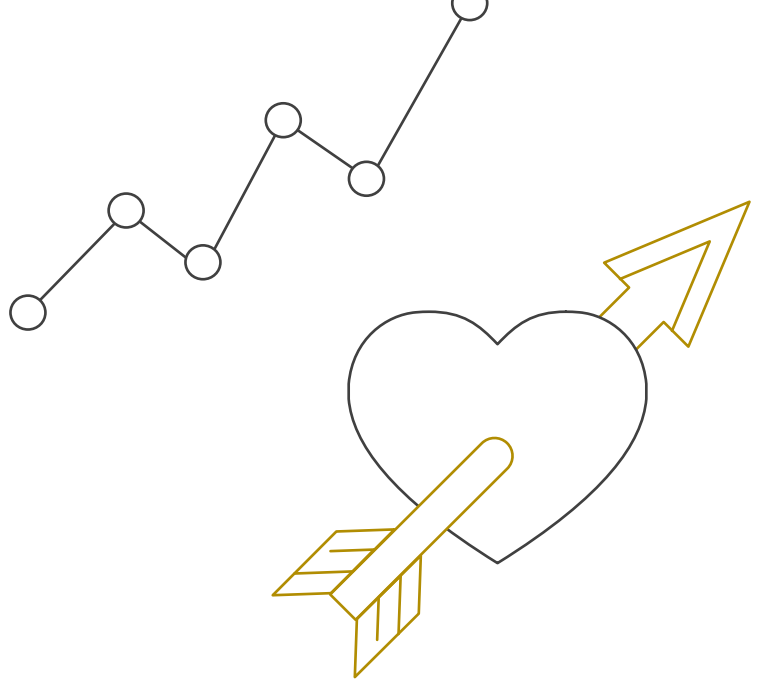
1. What were you hoping to achieve from our work together?
 2. Why was this important to you?
 3. What was getting in the way of you achieving those objectives?
 4. Why were these issues present?
 5. What would have happened had you not overcome these issues?
 6. What did we do to help you overcome these problems?
 7. Why did it work?
 8. What was the result of our work together?
 9. What impact did our work have on you and your business?
 10. Why was this important?
 11. Who else did you consider when looking for a supplier?
 12. Why did you disqualify these other options?
 13. Why did you choose us?
 14. If you were persuading someone to work with us, what would you say?
 15. Who else in their business would benefit from working with us?
 16. Who else do they know that would benefit from working with us?
- BONUS QUESTION:
17. Would you be happy to make an introduction?

1 What were you hoping to achieve from our work together?

Your market doesn't wake up one day with a desire to buy your product or service. **Their motivation is intrinsically tied to the critical business objectives they want to achieve.**

When you understand your market's specific objectives, you can target your marketing directly at what they want and (more often than not!) need.





2 Why was this important to you?

Knowing what your market wants is important. Knowing why is crucial. People are emotionally connected to their 'why' and bringing these factors to the fore will make your marketing more personal and emotionally resonant.

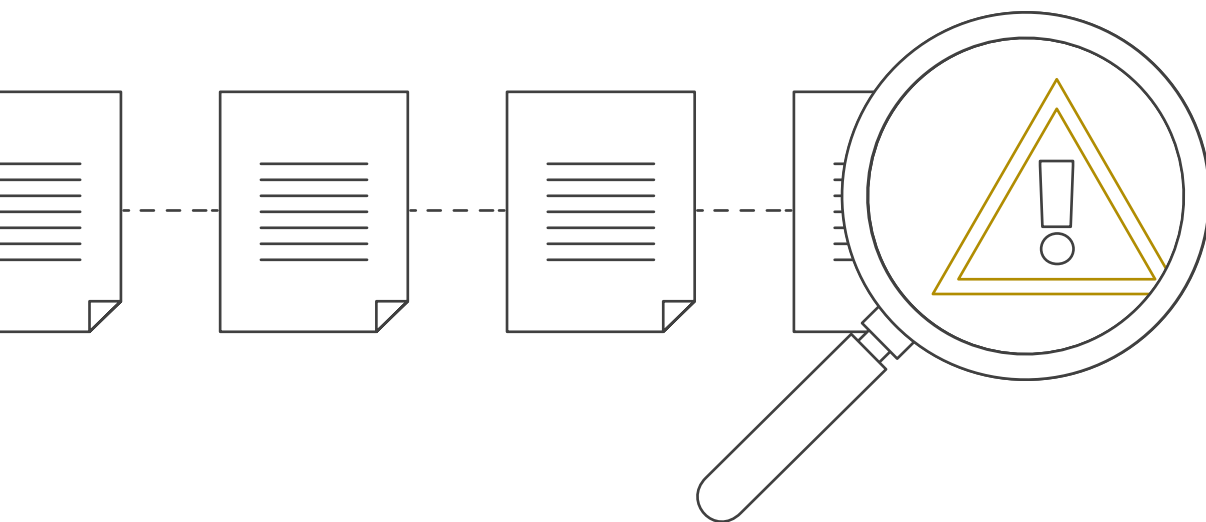
When you consider that people buy based on how they feel about something or someone, it is clear that peeling back the onion to understand why they are personally involved will demonstrate that you 'get them' and are aligned with their goals.

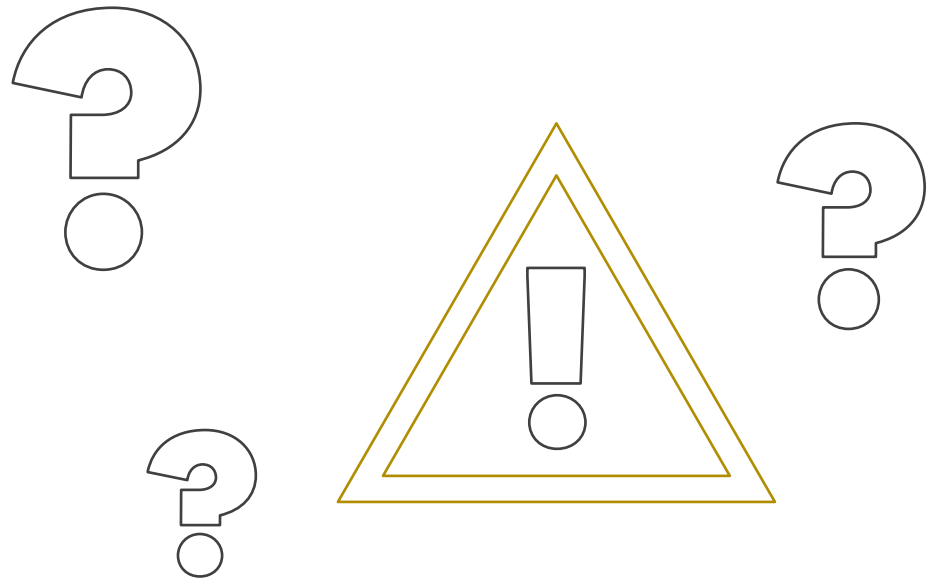
Empathy sells.

3 What was getting in the way of you achieving those objectives?

Of all the questions you'll ask your clients, this is the most important. While people are motivated by what they want, **the greatest motivating factor in any purchase is the challenges they face in achieving their goals.**

While we are drawn towards our goals, the urge to get away from problems is far stronger. The better you understand the problems you solve, the greater the pulling power of your marketing.





4 Why were these issues present?

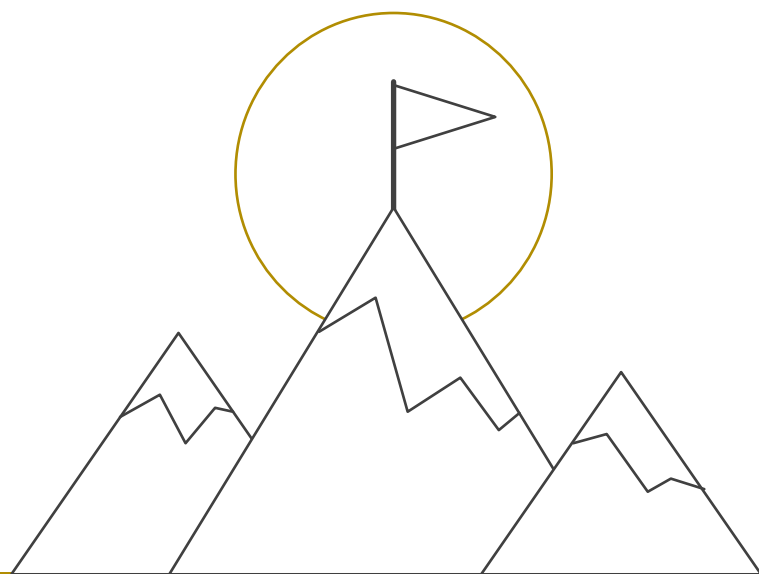
Understanding the factors that are driving the problems your market faces is a **critical element to positioning you as a perfect partner.**

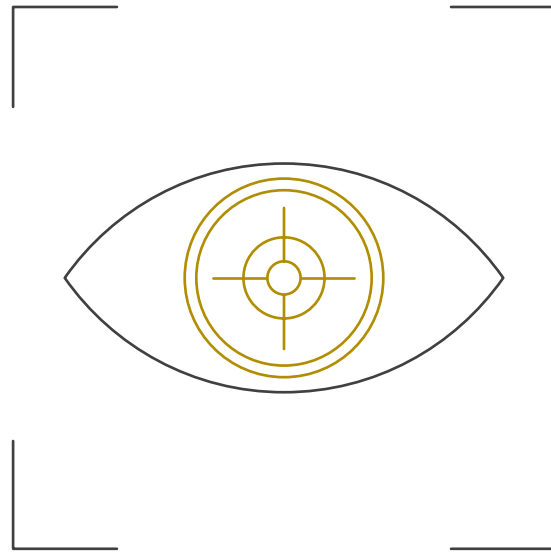
When you can describe your market's problems better than they can themselves, and provide insight into why they are facing them, they will believe that you have the solution.

5 What would have happened had you not overcome these issues?

For your market to take note of what you are saying, **your marketing has to have stakes**. Like a good book or movie, if the stories you tell don't have a negative impact that needs to be averted, it will fail to engage.

When you can demonstrate what was at stake for your clients, you create a strong emotional connection with your audience, who is typically fighting to avoid meeting the same fate.



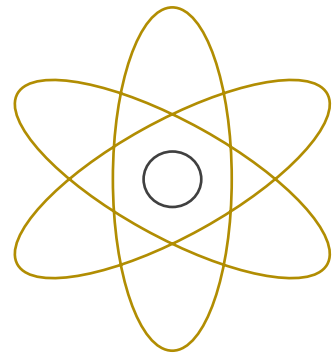


6 What did we do to help you overcome these problems?

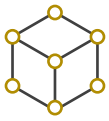
The more focused your marketing, the greater its power to cut through the noise.

When you can demonstrate that your approach is designed to deal with the specific problems that your market is dealing with right now, the more you will stand out to the people who are suffering from those problems.

7 Why did it work?



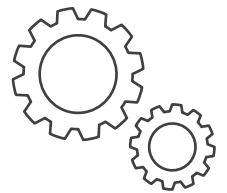
This is an important question because it helps you identify key differentiators that you can use to displace your competition, while at the same time, positioning you as your market's perfect partner.



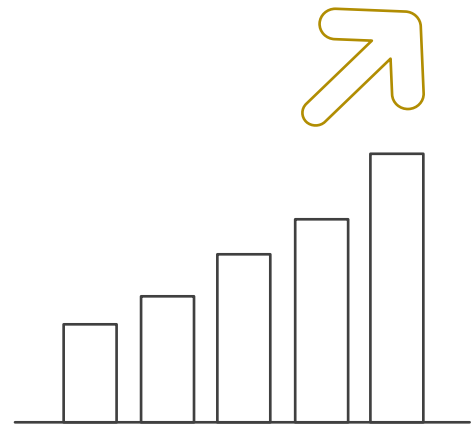
First, your clients will tell you why your solution is perfectly tailored to their problems and how it helped them to overcome them.

Second, it will help you to zero in on the elements of your product or service that should take centre stage in your marketing and storytelling.

Third, armed with this knowledge, you can show why your approach works, how you developed it, and highlight why approaches used by your competition are outdated or won't work as well.



Fourth, you will likely learn things about yourself and your product/service that you didn't know before and would never have thought to examine. Often the things we find most compelling about our businesses are not the same things that our clients do.



8 What was the result of our work together?

Results are clearly important. As we become more data centric as a society, your customers and clients will want to measure the success of every penny they spend.

Having tangible metrics at your fingertips will be essential for gaining your market's trust and also for demonstrating why you are better than your competition.

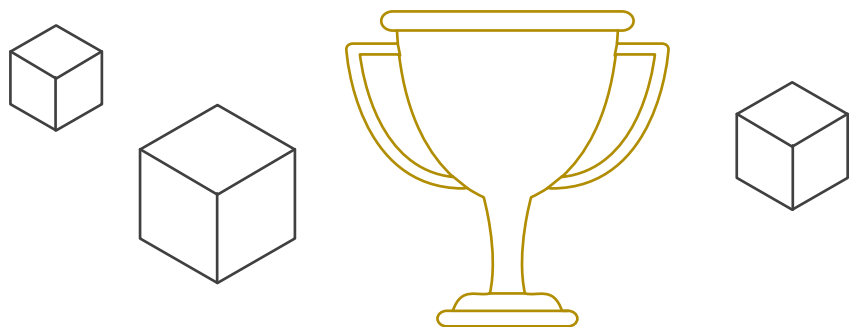
What's interesting is that while we all know that performance indicators are critical for demonstrating our value, so few companies measure it. Those that can and do measure it have an immediate advantage.

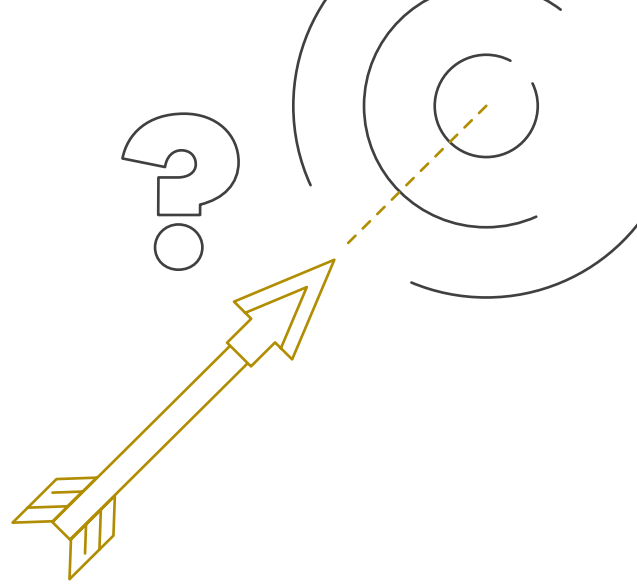
9 What impact did our work have on you and your business?

While results give a feel for the quality of your expertise, it is the impact that makes it meaningful. Impact is the positive change that your results helped to manifest, and it's where your real value can be found.

People buy your products and services to move them forward towards their goals. The impact is a measure of how far you have taken them. Sometimes you will have taken them part of the way, sometimes all of the way. Sometimes you will have done it on your own, at others you will have made a contribution.

Whatever that impact was, the vital thing is that you clearly identify it - because more than any other metric, when your market can see that you've helped someone like them achieve something they want, you will exert a massive magnetic influence on them.





10 Why was this important?

Knowing the impact you've had is only one half of the story. **Knowing why that impact was important to the people you serve is just as crucial.**

When you know why the impact you helped to achieve was important to your client, you give the outcome a personal quality that will engage your market on a deeply emotional level.

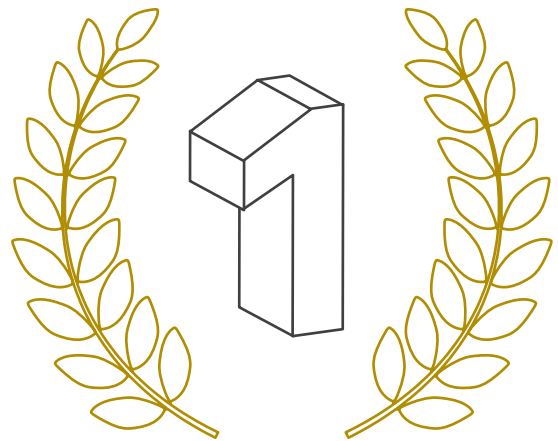
Ultimately, we are all looking to fulfil our personal objectives. When you communicate that you've helped someone do just that, you will have the greatest impact on your market.

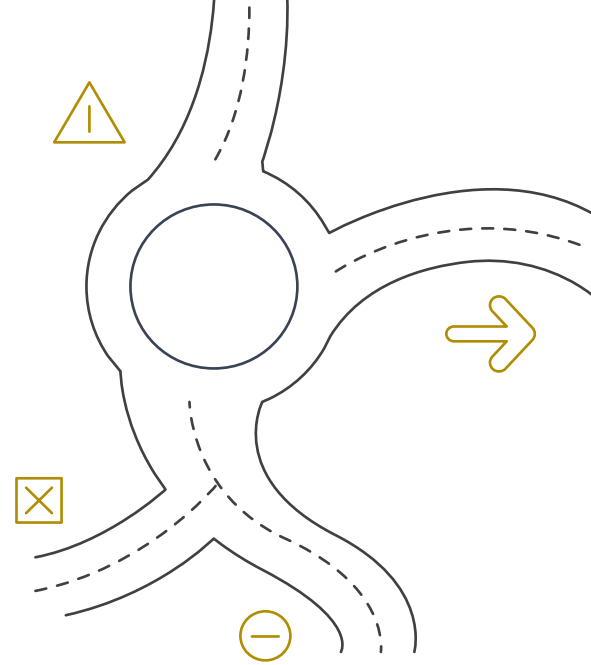
11 Who else did you consider when looking for a supplier?

The next three questions are part of a series that will give you all of the **ammunition you need to set yourselves apart from your competition.**

This first question sets the stage. At this point, all you want to know is who else they considered. This is valuable information.

It will give you a feel for who your market considers your competition, and should the same companies come up, you'll know who you need to set your sights on displacing.





12 Why did you disqualify these other options?

This is one of my favourite questions.

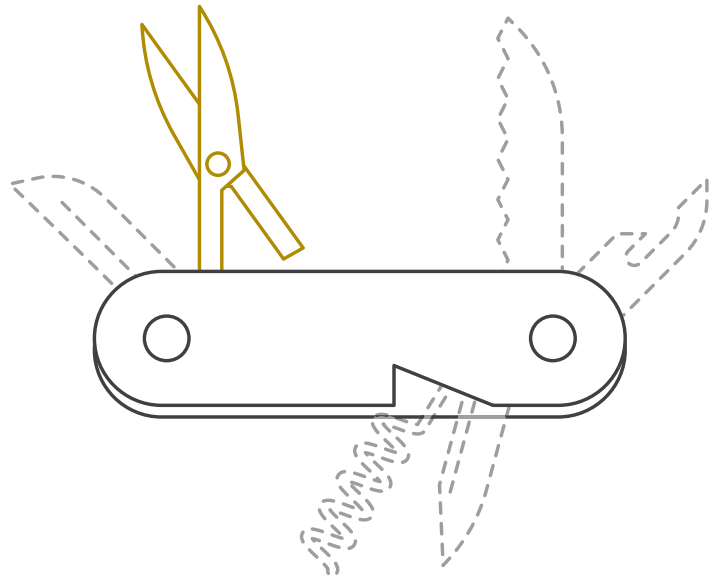
It tells you where your competitors are weak, and you are strong. It tells you how your market makes decisions and the elements that are most important to them when considering a supplier.

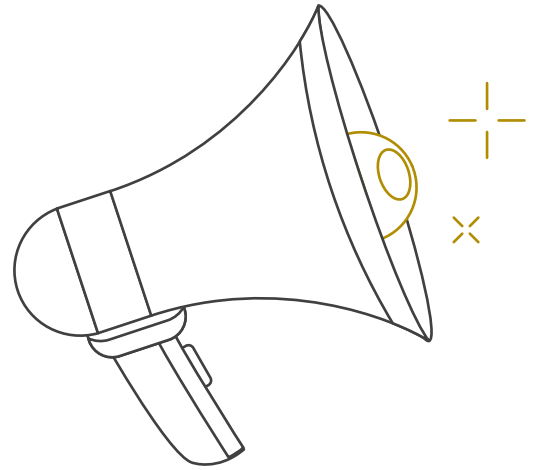
While I would never encourage you to badmouth your competition directly, you can use the insight you gain from this question to highlight your strengths compared to the rest of the market.

13 Why did you choose us?

The insight achieved from this question is manna from heaven. In my experience, most businesses are like Swiss Army Knives. When considering your products and services, there are multiple elements that you can focus your sales and marketing on. However, when you focus on the wrong elements, you will fail to engage your audience.

This question ensures your sales and marketing always focuses on the specific elements of your business that were important to your clients, and by extension, people just like them.





14 If you were persuading someone to work with us, what would you say?

We often forget that our market doesn't have the experience and insight into our industry that we do. This means they see our business in a very different light to us.

While we focus on the mechanics of what we do (how it works), they focus on the outputs it achieves. In every instance, their perspective is the most important because it's based on what they believed you could do for them. You. Not your product and not your service.

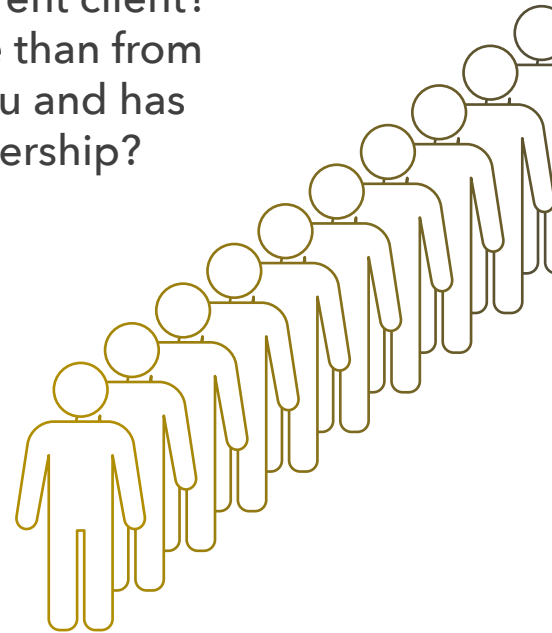
When you ask this question, you'll find out what they think are the most compelling elements that should be communicated to your market and why. Listen to their language. **They will show you how to communicate your value clearly and quickly.**

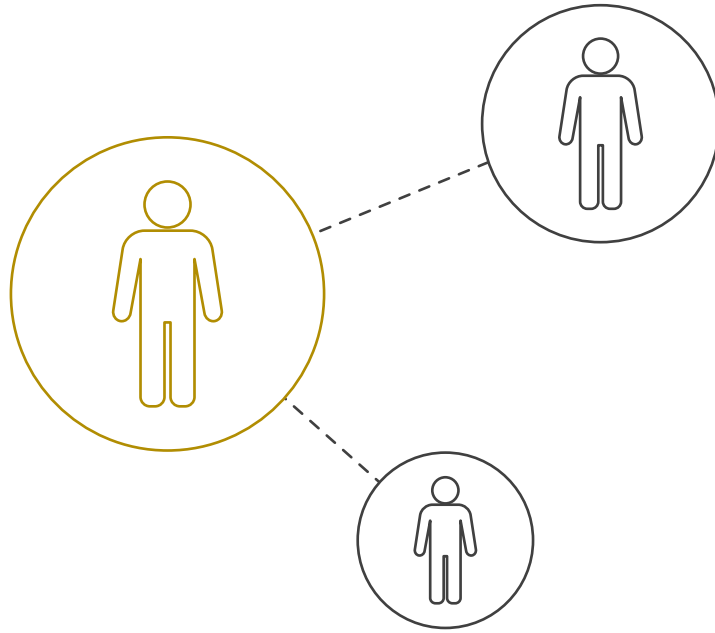
15 Who else in your business would benefit from working with us?

As well as the insight you can gain, **this exercise is a perfect opportunity to ask for referrals.**

You've just taken your client on a journey, where they recalled the challenges they were facing, why they brought you in, what differentiated you from your competition, and most importantly, the positive impact you had on them and their business.

This is the perfect environment for asking for introductions. And who better to introduce you into other parts of the business than your current client? And what better way to increase revenue than from a company that's already buying from you and has enjoyed a positive impact from the partnership?





16 Who else do they know that would benefit from working with us?

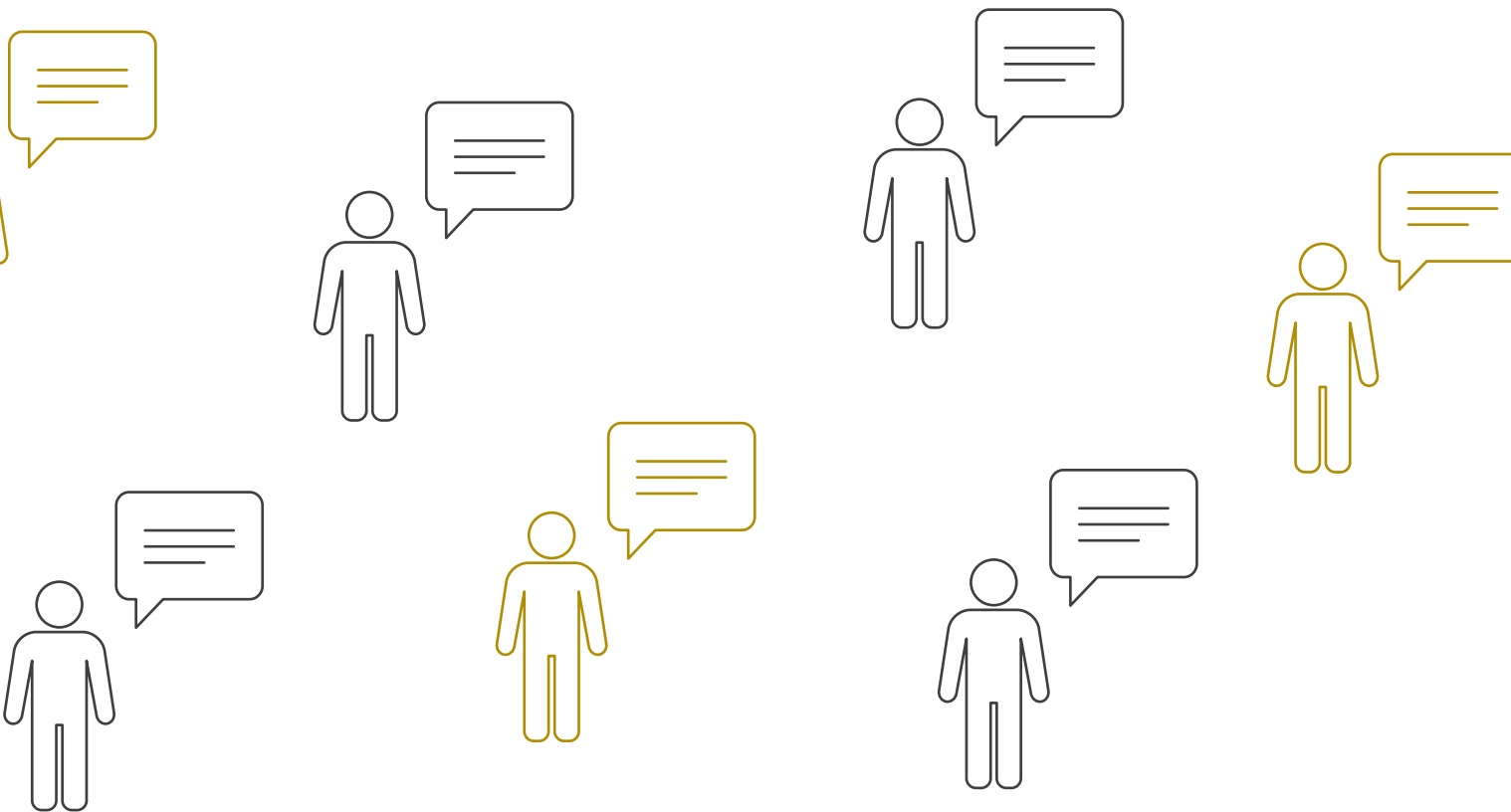
Of course, the other avenue for revenue generation is helping them to identify people they know from their network who they feel you could help in the same way you've helped them.

17 Would you be happy to make an introduction?

BONUS QUESTION

Well...if you don't ask, you don't get.

Your clients will always be your best salespeople, so why not put them to work? It sure beats you having to do it!



The logo for 9mmpr, featuring the number '9' in white and 'mmpr' in blue. The background is a solid olive green with large, faint, stylized numbers '9' and '7' and concentric circular patterns.

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