

## discovery process

What is your company's main goal or objective for the next year to three years? \_\_\_\_\_

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What methods of marketing do you currently utilize? \_\_\_\_\_

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What do you most rely on to make a sale? \_\_\_\_\_

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What is your investment into your sales force and what are their quotas? \_\_\_\_\_

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Who are you targeting currently and what is the audience size? \_\_\_\_\_

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What market/s are your most successful/profitable to date? \_\_\_\_\_

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What market/s are you most anxious to break into? \_\_\_\_\_

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How much increased business do you hope to generate from this market? \_\_\_\_\_

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What do you see as your biggest asset to the market? \_\_\_\_\_  
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What do you see as your biggest challenge to overcome in reaching this goal? \_\_\_\_\_  
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\_\_\_\_\_

What type of data do you have or capture on your customers? \_\_\_\_\_  
\_\_\_\_\_

Where do you currently obtain information for leads? \_\_\_\_\_  
\_\_\_\_\_

What is your typical annual sales cycle? \_\_\_\_\_  
\_\_\_\_\_

What do you do to keep track of the sales cycle? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your current frequency of contact with your customers? \_\_\_\_\_  
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What is your current frequency of contact with potential customers? \_\_\_\_\_  
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What is the audience size for your campaigns? \_\_\_\_\_  
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What are your historic response and conversion rates from these or similar campaigns? \_\_\_\_\_  
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\_\_\_\_\_

What tracking methods have you utilized to analyze past campaigns? \_\_\_\_\_  
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What have past campaigns cost? \_\_\_\_\_  
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