

The Power of



Consultation Questionnaire

Simplicity... Provided

Creative Innovations Enterprises



Presented By:
Web Solutions Expert

Company Goals

What do you see as your companies Top 3 Goals in order of importance?

	Top three company goals
1.	
2.	
3.	

Business Purpose & How Long Have You Been in Business?

What is the purpose of your business? You might have multiple purposes.

Product Appropriateness/Primary Customers

Who is your target audience? (age group, income level, specific gender, location, etc.)

- _____
- _____
- _____
- _____

Purchase/Service Frequency

How do you determine if your customers are repeat business and how frequently they purchase your product or service? Do your customers purchase your product or service seasonally?

Product/Service Perception

How is your product or service unique?

Primary Message

List the primary message(s) that you want your customers to hear.

Example messages: We have gone "Green" with our Products. We go Above and Beyond the Rest! Our company provides service to the Nth Degree! We provide Service with a Smile.

Motivation

What motivates your customers to purchase your product or service?

Example questions: Does your customer need this item for work? Does your customer want to increase his or her quality of life? Is your product or service a luxury or necessity? Does your product or service give your customer more free valuable time?

Differentiation

What makes your product or service different from your competition?

Why is your product or service a better choice for the customer than your competitions?

What makes your product or service a better value?

Competitor Advantage and Disadvantage

What are the advantages and disadvantages that you feel your competitor and your competitor's product or service have in comparison with your company and your product or service?

Competitor's advantages	Competitor's disadvantages
[Competitor has been in business for 50 years.]	[Competitor's product comes only in green.]

Product Marketing

How are you currently marketing your product or service?

Product availability

Are your customers currently ordering or reserving your product or service by phone, the internet or walk in?

Thank you, in advance for your interest in



**We welcome the opportunity to set up a demo
to review your project.**

Contact Information

First Name:_____ **Last Name:**_____

Company Name:_____ **Title/Position**_____


Street Address:_____ **Suite #:**_____


City:_____ **State:**_____ **Zip:**_____

Day Phone:_____ **Mobile Phone:**_____

Email Address:_____

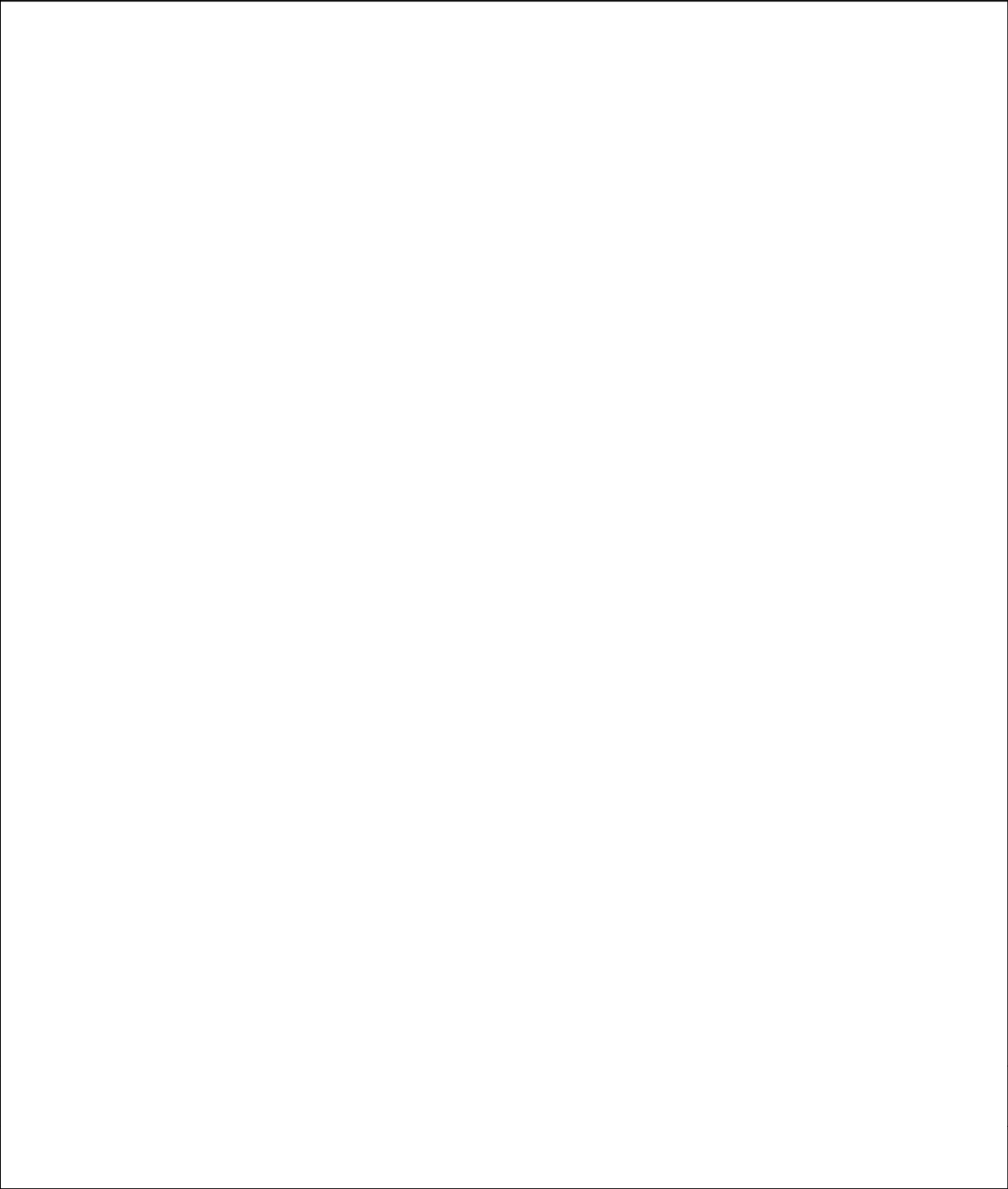
Website [URL:](#)_____

<p>Do you have high speed Internet? It's crucial to have high speed Internet if you want to use our reservation system, placement or e-store modules. If you do not even have Internet connection, that is not a problem, we can help you find a good one that suits your business needs.</p>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<p>Does your company have an on-line presence?</p>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<p>Does your company communicate with your customers on-line on a regular basis? These questions are very important. It is essential to use your business email and have a blog that is updated on a daily basis. A blog is a crucial part of on-line communication.</p>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<p>How many unique visitors visited your website in the past </p>	<p>Visited</p>	<p>Purchased</p>
<p>Month?</p>		
<p>Year?</p>		
<p>Lifetime of website?</p>		

How many of these visitors made a purchase in the past 	Visited	Purchased
Month?		
Year?		
Lifetime of website?		
What is the total amount of all purchases made coming from the website during its lifetime?		dollars
How much did it cost you to have this website?		dollars
How much do you spend on advertising and/or marketing?		\$/month
From your advertising budget what is the percentage you spend on off-line advertising?		%
From your advertising budget what is the percentage you spend on on-line advertising?		%
What is the current ROI (return on investment) you are getting from off-line advertising?		%
What is the current ROI you are getting from on-line advertising?		%
How much does it cost you to acquire a new customer off-line?		\$/customer
How much does it cost you to acquire a new customer on-line?		\$/customer
How much does each of your customers cost off-line (including returning customers)?		\$/customer
How much does each of your customers cost on-line (including returning customers)?		\$/customer
How much does each of your off-line visitors (who did not make a purchase) cost you?		\$/customer
How much does each of your on-line visitors (who did not make a purchase) cost you?		\$/customer
What is your average cost per item sold and/or average cost per service?		\$/customer
What are your total annual sales?		dollars
How much would you like to increase your total annual sales?		percentage
Did your web design company ask any of the above questions before they created a web site for you?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Did your web design company include any of the following on your website? (see below)		
- Content Management (Back Office) Module?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
- Locations and Staff Management Module?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
- Events Scheduler Module	<input type="checkbox"/> Yes	<input type="checkbox"/> No
- Reservation System Module	<input type="checkbox"/> Yes	<input type="checkbox"/> No
- E-Store Module	<input type="checkbox"/> Yes	<input type="checkbox"/> No
- Media Gallery Module	<input type="checkbox"/> Yes	<input type="checkbox"/> No
- Placement System Module	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does each location sell the same products or provide the same services?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
How many locations does your company have?		locations
How many employees does your company have?		employees
Are any of your staff members required to take appointments to serve your customers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
How many different products or services does your company sell?	products	services
Do your staff members take appointments on a computer?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do your customers come in groups?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is your website maintained on a regular basis?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does your company have an on-line marketing strategy?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Would you be able to provide material about your company when we start working together?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Questions & Comments



Needs Assessment

<p>What keywords best describe your primary service offerings/business?</p>	
<p>List any of the websites who you think would be in direct competition with your company. Why do you think your customers would buy from that specific competitor' website?</p>	

Notes:

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