



Creative Innovations Enterprises

Simplicity... Provided

Consultation Questionnaire

The Power of



Version 1.0
10/23/2008

Company goals

[In the following table, list your company's top five goals in order of importance to your company.]

	Top five company goals
1.	
2.	
3.	
4.	
5.	

Business purpose

[List your business purposes. You might have multiple purposes.]

Example: Our business purposes include providing educational toys to children under the age of five and providing solutions for children with special needs.]

Product appropriateness

[List questions that help you determine your product's or service's appropriateness for your intended audience.]

Example questions: What age group buys our product? What is the income level of our target customers?]

Primary customers

[List questions that help you determine who your primary customers are. Think about who is most likely to purchase your product.]

Example questions: Where do our customers live? Under what circumstances do our customers purchase our product?]

Purchase frequency

[List questions that help you determine how frequently your customers purchase your product or service. You can also include questions that help you determine if customers purchase your product seasonally.]

Example questions: How often do customers buy our product? Do customers buy our product during a particular time of the year?]

Product perception

[List questions that help you determine how you want customers to perceive your product or service.]

Example questions: How is our product unique? Is our product environmentally safe?]

Primary message

[List the primary message(s) that you want your customers to hear. Consider what political, religious, moral, or ethical messages you are sending out by marketing your product.]

Example messages: Our Company cares about the environment. Our company provides senior citizens with quality care.]

Differentiation

[List questions that help you determine how your product or service differs from that of your competition in the market.]

Example questions: Why is our product a better choice for the customer than our competition's product? What makes our product a better value?]

Competitor advantage and disadvantage

[In the following table, list 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 pricing

[List questions that can help you price your product.

Example questions: What is the income bracket of our customer? What is the education level of our customer?]

Product marketing

[List questions that can help you determine how your customers find out about your product or service.

Example questions: Do our customers have access to the Internet? Do our customers read the newspaper regularly?]

Product availability

[List questions that encourage you to think about how and where your customers obtain your product or service.

Example questions: Is our product available at local retail stores? Can our customers order our product over the phone or the Internet?]

Thank you, in advance for your interest in Creative Innovations Enterprises. We welcome the opportunity to review your company before setting up a demonstration for you.

Contact Information

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

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

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

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

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

Email Address: _____

Website URL: _____

Do you have high speed Internet?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does your company have an on-line presence?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does your company communicate with its customers on-line on a regular basis?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
How many unique visitors visited your website in the past	Visited	Purchased
- month?		
- year?		
- lifetime of website?		
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?		%
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 you 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
How many locations does your company have?		locations
Does each location sell the same products or provide the same services?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
How many employees does your company have?		employees
How many different products does your company sell?		products
Are any of your staff members required to take appointments to serve your customers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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

Needs Assessment

What keywords best describe your primary service offerings/business?	
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?	

Questions & Comments

[Empty box for questions and comments]