

Client Surveys

Surveys have an immediate payback. In my experience, about 20% of those contacted will have a new project or want to fund a new product concept. A survey also answers specific 'need to know' questions about the client that must be answered before tackling a key challenge.

In working with clients that haven't established an ongoing dialogue with their customers, developing a conversation consistently resulted in:

- a superior lead system
- additional business from current clients
- a niche strategy
- funding for a new product or service concept
- better overall decision-making