



High-Level Conversation Questions

What do you say when you are engaged in a high-level discussion with key decision makers?

- What are the top five challenges that your organization faces today? How are you addressing these challenges? If these five challenges remained unanswered, what is the likely outcome?
- What are your organization's core strengths, weaknesses, opportunities and threats?
- Where do you see your organization relative to the competition today? Who do you view as the competition? Are there emerging, non-traditional competitive threats?
- What are your organization's growth plans, if any, and what impact will that plan have on your relationships with members, your company, and your suppliers?
- Does your organization plan to grow? If so, will it be through organic growth or acquisitions? What are the implications of merging acquired companies?
- How does your long-term (5-year) vision differ from how your organization is today?
- Over the past 18-24 months, what have been your organization's greatest challenges?
- Could you tell me a little more than I currently know about your customer base? How, if at all, has it changed?
- How would your most updated plans or strategies extend or expand our product in your marketplace?
- Have you identified other value added sources for gaining additional revenue from your existing customers and/or expanding into new markets through new applications or services?
- What are your plans for the next 18-24 months?
- What is the relative value that your customers get from doing business with your organization versus your competition?
- How can we help you advance your business plan?
- What would you like us to do for you that we are not currently doing?