

Client Interview Worksheet

When you want to interview clients to learn new ways to add value and get testimonials/referrals. *You should word these in your own way.*

Suggested questions to ask:

Why did you decide to do business with us?

What was the impact our product or service provided you?

- What do you like about working with our company and our product or service.
- In what ways are you applying our product/service
- Do you have any measurable results?
- What has been the measurable ROI? (Return on investment)

How can we improve on our service?

What the next step you would like to see?