

## 36 Client Information Questions to Ask

*The following 36 questions should help stimulate your thinking when meeting with a client or potential client to discover their needs and wants. Ask the question and really listen to the response.*

1. Describe the problem you are having now?
2. What do you want to accomplish?
3. What have you done in the past?
4. What is your greatest need?
5. What is your greatest fear?
6. Do you have any specific objectives in mind now?
7. How would you see us helping you address your current challenges and opportunities?
8. What do you want to make sure you avoid?
9. What don't you want to change?
10. What three things would you like to accomplish now?
11. How do you see this matter being resolved?
12. If the problem were fixed, describe how it would be.
13. Who is going to be involved?
14. What is your time frame?
15. How are decisions made?
16. Who is the final decision-maker?
17. When will the decision be made?
18. How will you know if you accomplished your objectives?
19. How important is our service guarantee to you?
20. How important is rapid response on our services?
21. What do you consider rapid response?
22. How would you measure progress?
23. How will we determine if we are successful?
24. Who will be accountable for determining progress, and how will they do so?
25. What do you need to know from me?
26. If we were to work together describe how you would envision our relationship?
27. What information would we need to gather?
28. What is your budget range?
29. How frequently do we need to assess progress?
30. Would you be comfortable if we were to attend certain internal meetings in order to understand your business better?
31. What trade journals do you read? Seminars and conferences do you attend? Could we attend these with you?
32. What would be acceptable improvement? Ideal improvement?
33. What if you did nothing? What would be the impact?
34. What if the project failed? What would be the affect on productivity, profitability, and market share?
35. How strong is the commitment on your (managements') part for this project?
36. If you had a magic wand to wave over the situation, and make it the way you wanted it, describe how it would be



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