

**ABOUT  
THEIR  
BUSINESS**

1. “If I was a fly on the wall at your next board or executive leadership meeting, what do you think is the biggest priority or challenge I’d hear about?”

2. “Out of your entire job description, what’s the one thing your company is absolutely counting on you to get done this year?”

3. “What’s the one thing you and your team need to get better at this year - independent of our product?”

4. “What’s the one thing that definitely has to be off your whiteboard in the next 90 days?”

5. “What’s the biggest thing that surprised you since you signed the contract?”

6. “If you got a call from a competitor tomorrow, how would you react on a scale of 1 (ignore) to 5 (respond)? “What might they say to get your attention?”

**ABOUT  
THEIR JOB**

**ABOUT  
THEIR CX**

© Bob London

[www.strategiccustomerconvos.com](http://www.strategiccustomerconvos.com)