

16 Great Questions to ask your Client Advisory Council

Use these questions to help you formulate your agenda. Select 5 or 6 questions to address at each advisory council meeting.

1. How did you choose me as your _____?
2. Why did you choose to do business with us?
3. Have we met, exceeded or fallen below your expectations?
4. What one thing do you feel we should improve on?
5. Is there one thing you feel we do especially well?
6. Are we communicating with you enough?
7. Do you find the materials we send to you valuable?
8. How do you feel about our newsletter?
9. Have we done a good job conveying our full array of services to you?
10. Do you have any comments about the strengths or weaknesses of our competitors?
11. How many face-to-face meetings should we have each year?
12. How often would you like to be contacted? (Remember, you are describing your ideal scenario so don't be shy.)
13. We are considering offering value-added service (GIVE EXAMPLES OF THINGS YOU ARE CONSIDERING) would it/they be of value to you?
14. Are there other value-added services you would suggest we add to our business?
15. How do you feel about our [new letterhead, new logo ideas, etc.]?
16. Have we earned the right for you to feel comfortable enough to recommend our service to a colleague?

At the end of your first CAC meeting, be sure to ask: Did you find this session valuable?
Do you think it would be worth doing again?

Reminder:

Every Client Advisory Council must be tied to a Client Event.