


Why do you continue to use our products/services?
What would you choose another provider?



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[ASK PAST CUSTOMERS]

Why did you stop using our products or services?



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How will we track and measure results?
How will we know if we're winning?



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Why did you decide to hire our company?
Who else did you consider working with?



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How will you know you made the right decision in hiring us?
What would make you question your decision?



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We've all had customers we thought were happy, until they left with no explanation. Unfortunately, when clients are dissatisfied, they don't tell us. They vote with their feet. Customers leave and we never know why. Companion to the book *How to Say Anything to Anyone*, ask the questions that get to the heart of what your clients need and why they hire or fire you.

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