

## Online Local Hero

### Questions For First Meeting

*(choose from any of these that are relevant to your circumstance)*

#### Their Business

1. I've done some research into your industry, it seems as if \_\_\_\_\_, is that the case?
2. What's your vision for the business?
3. What are your goals for the business for the next year? 5 years?
4. What challenges is the business facing right now?
5. What challenges are you facing right now?
6. Who's your target customer?
7. Have you noticed a shift in type of customer? Customer behavior?
8. Have you noticed a shift in the most popular product/service people are asking for?
9. What is the average value per customer?
10. How many people do you have working here with you/for you?
11. How are you getting customers currently?
12. What advertising do you do/ promotions do you run?
13. What's your annual profit? (this will give you a sense on whether they are a serious prospect for you or not)

#### Their Attitude To Digital Marketing

1. Have you had anyone help you with anything to do with online before?
2. What is your attitude to the internet, for your business?
3. How much do you know about online marketing?
  - a. NB if they say 'quite a bit', then use questions from the Initial conversation Script, like 'Fantastic, what do you see as the key keyword phrase for your business?'
4. I see that you are doing \_\_\_\_\_, how is that working for you?
5. I want to talk to you specifically about \_\_\_\_\_ today, is there anything else you'd like to know so I can be sure to address that too?



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#### Their Structure/Decision Making Process

1. Who would make decisions about your online needs here?
2. Do you currently work with any web development or online company?
3. How does the decision making process work here?
4. Who makes the end call? (if this is not the person you are having the meeting with, you want to organize to also meet with them - you might say something like: 'fantastic, that's good to know. I'd like to meet with \_\_\_\_\_ as well. Could we arrange a time either today after this meeting? Or later this week/early the next?')
5. How long does it typically take to have something like this approved?

#### Their Specific Needs & Wants

1. What do you see as missing right now from an online perspective?
2. What is the first thing you'd like to do online?
3. Where do you see you need to be right now?
4. What is your desired outcome with having a presence online/Google Places/ Facebook Page etc?
5. How will you know if your online activities have been a success?

*With all of these questions in this section, their answers may be how they perceive things, and it may be a case of you needing to inform/educate them more about what online will do for them and what is missing/the priority for their business.*

Remember that in this first meeting you want to get agreement to create a proposal for them to address a specific digital need. One either you've identified and convinced them to explore further, or one they are asking you to come back to them on.

