

## CLARIFYING QUESTIONS

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**OBJECTIVE:** Gain insight into the client's primary goals and aspirations.

**QUESTION:** What are your top business objectives for the next quarter/year?

**OBJECTIVE:** Identify specific issues the client needs assistance with.

**QUESTION:** What are the current pain points or challenges your company is facing?

**OBJECTIVE:** Understand the client's competitive advantages and unique selling points.

**QUESTION:** How does your company differentiate itself from competitors?

**OBJECTIVE:** Stay informed about potential challenges or opportunities.

**QUESTION:** Are there any emerging trends or industry changes that could impact your business?

**OBJECTIVE:** Understand the client's current strategies and potential gaps.

**QUESTION:** How do you envision overcoming the identified challenges?

**OBJECTIVE:** Explore the client's expectations and desired results.

**QUESTION:** What would be the ideal outcome of our collaboration for your business?

**OBJECTIVE:** Learn about the client's milestones and accomplishments.

**QUESTION:** Can you share a success story or recent achievement your company is proud of?

**OBJECTIVE:** Understand the client's perception of your company's role.

**QUESTION:** How do you envision our company contributing to your success?

**OBJECTIVE:** Explore potential opportunities for your company to add value.

**QUESTION:** Are there any specific areas where you believe our expertise could make a significant impact?

**OBJECTIVE:** Understand the client's metrics for evaluating outcomes.

**QUESTION:** How do you measure success for your projects or partnerships?