

Customer Survey Interview Questions

Expectations by customers of Account Managers (AMs): business building ideas, sales and marketing support, employee training, etc.

1. Taking into consideration the support you are now receiving from the account manager, what other things could the AM do to help you build your business?
 - a. Customer employee training
 - i. Type of training, topics, and how they see training being delivered: at the dealership, area-wide training sessions, computer-based training.
 - b. Joint sales calls
 - c. Point-of-Purchase displays
 - d. Customer appreciation events
 - e. Selling events
 - f. Promotion ideas

Product sales growth opportunities and needs: type of products, characteristics, price points, need for access to specialists.

1. In your market, how do you see the growth opportunities in each product category?
2. What do you see as the importance and potential impact on your business?
3. What part of this market do you see growing in your business?
4. What do you need from your supplier to grow volume in each product category?

Delivery: what is an acceptable time lapse from order to delivery; need for route delivery service; need for less-than-truckload bulk delivery, target markets, and potential for growth.

1. What are you experiencing from time of placing an order to time of delivery?
2. What would be acceptable?
3. What is your need for less than truckload delivery?
 - a. Frequency of need
 - b. Quantities needed

Product marketing materials needs: point-of-sale literature, posters, flyers; priorities for products.

1. What do you see as needs?