

## Executive Group Questions

A collection of questions that each of us might use to identify a lead prospect for another member of the group.

This list is part of our continuing effort to enable each of us to serve as part of a marketing team for the other members of the group.

Mike Till	How many new clients do you get each year? How do you monitor the performance of your business.
Joe Bill Whittenburg	Like open ended questions, like How has the economy affected your business? What is your biggest business challenge? The purpose of the question is to get the prospect started talking about his/her business...
Larry Newell	How has the economy affected your business? Is your business growing or declining?
Tom McCulloch	How's your Mom? Do you have a will? Objective is to engage the prospect in thinking about elderly problems and issues.
Gerry Scott	What business are you in? How large is your business? Do you have a succession plan? How do you add value to your business? What "magic" do you deliver?
Patricia Snyder	Are you comfortable with your money and credit relationships? What does your bank do for you?
Mary Anne Knolle	What do you like most about your job? What would you change about your job if you could? Change in someone's life is the key, whether business or personal..
Dick Myers	Do you get business form your web site? Are you interested in receiving business leads over the web? Do you have a budget for the operation and enhancement of your web site?
Steve Stepinoff	What means do you have for measuring your marketing efforts? How do you know your marketing is working? What do you do if no one comes into your store? Are you based in the Woodlands?
Steve Jenkins	How do you like your office space? (Or warehouse or retail) If you discover that they are thinking about moving: Do you have a broker?
Donna Glass	Do you need a house? Are you looking for a change of home? What ages are your children? A home is typically the most expensive item in someone's portfolio. They need good support in considering alternatives.
David Martin	How are your investments performing?

	Have you ever thought about investing in oil & gas?
Doug Wagner	Are you in the construction business in any way? Do you have any interest in a product for interior use that has no mold or mildew issues?
Mike Brier	Have you taken advantage of the current low interest rates? Do you have enough month at the end of your money? When are you planning to move? Do you know anyone who is moving soon?
Nelson Hellums	Are there any changes you would like to make in your insurance program? Is your insurance coverage with AIG? Try to find their pain. Have you had any change in your insurance rates recently?
Tim Raymond	How's business? Would it help your business if you had more foot traffic? What do you find personally challenging in your business. How is the current economic situation impacting your business?
Sharon Moon	Are you growing or doing any expansion? How is the economy affecting your business? How's business? Are you using technology to help you in your business? Do you have any employees working from other locations?
Kelby Dennard	Do you experience frustrations with your computers and IT? When you need help with computers, do you get it quickly? What is your pain?