



100 QUESTIONS

You should be asking your...



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Stop guess and start learning. Whether you're using [YesInsights](#) or another survey tool, here are 100 great questions to get the right data you need for your business!



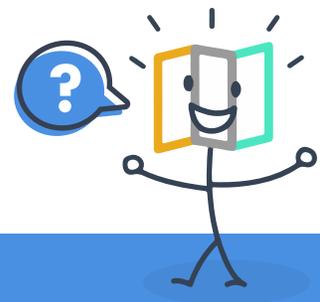
COLD WEBSITE TRAFFIC

1. Where did you first hear about us?
2. What attracted you to our website?
3. What are your biggest everyday challenges?
4. When choosing this kind of product/service, which of the following factors matter to you?
5. Are you a first time or returning customer?
6. What task did you want to accomplish on this website?
7. Were you able to find the information you were looking for on our website?
8. How can we improve our pricing page?
9. When looking for this product, how likely are you to consider our company first?
10. What would you like to know more information about?
11. What is the primary reason you didn't complete your purchase today?
12. What is the primary reason for choosing us over the competition?
13. What made you exit the website?
14. What is your preferred payment/delivery method?
15. Is our pricing clear?
16. What is the goal of your visit to our site?



PROSPECTS

1. Are you a first-time buyer, or have you purchased this product/service before?
2. What is your biggest challenge in this field/market?
3. What level of expertise do you have in this field/market?
4. Which of the following services do you think you'll buy in the next 12 months?
5. What is the most important feature of our product/service?
6. Which of the following tools do you use?
7. Are you a decision-maker in your company?
8. What is your budget for this service?
9. How soon are you looking to start using our service?
10. What type of prospects are you trying to target?
11. What are your top priorities when making this decision?
12. What is the best way to communicate with you moving forward?
13. What level of service are you willing to pay for?
14. What is the most important factor in a consumer/supplier relationship?
15. Who else from your company will be impacted from this decision?
16. Who do you currently use for this service?
17. Overall, how easy did you find our website navigation?





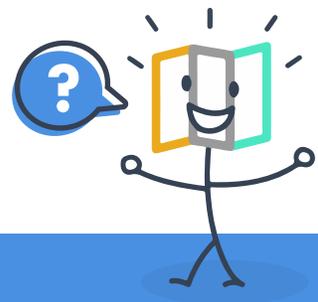
CLIENTS

1. How would you describe our company to a friend or co-worker?
2. What would you miss the most if you could not use us anymore?
3. How professional is our company?
4. How likely are you to recommend us to a friend?
5. If you have used our website, phone system, or email help system in the past, did our customer service representative get back to you in a timely manner?
6. How likely are you to use our service again?
7. Which features could you not live without?
8. What would you use as an alternative if our company was no longer available?
9. How happy are you with the speed and efficiency at which we are able to respond to your requests?
10. Which resource do you find the most helpful?
11. Which of the following would you like to see featured on the next blog post?
12. What new service/product/tool would you like to see created in the future?
13. How easy was it to buy from us?
14. How well did we understand and address your problem?
15. Which product/service is the least relevant to your current needs?
16. Is there anything you didn't get from this service that you expected to?
17. Compared to our competitors, is our product quality better, worse, or about the same?



LEADERSHIP TEAMS

1. How often do you receive feedback that allows you to improve your performance?
2. When working on a group project, which best describes how you prefer to organize the work?
3. How many goals have been met this quarter?
4. Is the leadership team sufficiently supported?
5. Do the goals for each leadership team correlate with the company's big picture goals?
6. How often does your team fail to have a project completed by the deadline?
7. How well do you feel that your current project corresponds with our mission statement and values?
8. Which of the following best describes how you feel about your role on the team?
9. How long is a typical brainstorming session for a new project?
10. What percentage of customer sales are generated by marketing currently?
11. What is the lifetime value of a customer?
12. What skills are lacking in the current staff?
13. What is the current customer conversion rate?
14. Which reporting tool helps you create the most accurate reports?
15. Which reporting tactics produce the least accurate data?
16. How long is the average sales cycle?
17. What technological advance could disrupt your business model in the next 5 years?





STAFF

1. How effective is the training you receive from your supervisor?
2. How fair is your employer's sick day policy?
3. Is your employer's health insurance plan better, worse, or about the same as those of other employers?
4. In a typical week, how often do you feel stressed at work?
5. What is your preferred method of learning?
6. What area do you need the most improvement in?
7. How long do you see yourself staying in the company?
8. Would you refer someone to work here?
9. Do you have a clear understanding of your career or promotion path?
10. How would you rank your work-life balance?
11. How frequently do you receive recognition from your manager?
12. Do you believe the leadership team takes your feedback seriously?
13. Do you see yourself working here a year from now?
14. How comfortable do you feel giving feedback to your manager?
15. Which company value to you resonate with the most?
16. Which company value do you struggle the most often with?
17. Do you feel challenged in your role?



VENDORS

1. What medium of communication do you typically respond the fastest with?
2. How long does a typical service take from start to finish?
3. Which factors have made our business relationship the most successful so far?
4. Do you have a crisis communication plan in place?
5. How do you handle password management of your company profiles?
6. Have you hired any companies from the same field in the last year?
7. How will you measure if our partnership is successful?
8. Where will I be in your range of customers?
9. What do I need to do to get a better deal in the future?
10. How vulnerable is your infrastructure to hackers and other threats?
11. Do you offer proactive monitoring and reporting services that can alert potential failures?
12. How long have you been in business?
13. How long has your company been making these products?
14. What safety certifications do your products/staff have?
15. What is your typical delivery time?
16. What is your customer service policy for bank holidays, nights and weekends?





ASK MORE QUESTIONS!

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