

Company Research

Phase 0 - First Meeting

When and why?

Before meeting a potential client for the first time, it is important to gather some **information about the company**. Careful preparation can **save time** during the meeting, make a more **professional impression** on the client and **strengthen trust**.

The questionnaire below serves as an aid to determine the current state of the company and can/should be expanded with further questions depending on the situation.

Questionnaire

In which industry (sector) does the company operate?

What is their core business? (Product, service)

Who is their target group? (Age, gender, level of education, place of residence, etc.)

What is the company's vision and strategy?

What is the corporate philosophy?

How many employees do they have?

Who is in management, or who will they be dealing with and what is their functions in the company?
