Activity 62-A
Using Surveys for Business Growth

1. Identify by name your #1 Client/Customer/Enlistment? _____.
   What would be three survey questions appropriate to use with them the next time
   you engage them?
      a. Like = _____
      b. Add = _____
      c. Stop/Eliminate = _____

2. Identify by name your #2 Client/Customer/Enlistment? _____.
   What would be three survey questions appropriate to use with them the next time
   you engage them?
      a. Like = _____
      b. Add = _____
      c. Stop/Eliminate = _____

3. Identify by name your #3 Client/Customer/Enlistment? _____.
   What would be three survey questions appropriate to use with them the next time
   you engage them?
      a. Like = _____
      b. Add = _____
      c. Stop/Eliminate = _____

4. Identify by name your #1 lost Client/Customer/Enlistment? _____.
   What would be three survey questions appropriate to use with them the next time
   you engage them to attempt to win them back?
      a. Like = _____
      b. Add = _____
      c. Stop/Eliminate = _____
5. Identify by name your #2 lost Client/Customer/Enlistment? _____.
   What would be three survey questions appropriate to use with them the next time
   you engage them to attempt to win them back?
      a. Like = _____
      b. Add = _____
      c. Stop/Eliminate = _____

6. Identify by name your #3 lost Client/Customer/Enlistment? _____.
   What would be three survey questions appropriate to use with them the next time
   you engage them to attempt to win them back?
      a. Like = _____
      b. Add = _____
      c. Stop/Eliminate = _____