

Question	Answer
<p>How does your client make their product or execute their services?</p>	
<p>How does your client make money?</p> <p>What is the value stream on both sides of the ledger (costs and revenue)?</p>	
<p>What does it take for the product/service to arrive at store/web?</p>	
<p>At street level (if applicable), what are the top three challenges they face?</p>	
<p>How is their competition hurting their business at street level?</p> <p>What is happening at the shelf-battle level?</p>	
<p>Have you attended at least three of the four quarterly conference calls this year?</p>	
<p>What is the biggest threat to your client's margin?</p>	
<p>Do you understand (truly) how the entire sales process works from start to finish?</p>	