



New Client Questionnaire

We are frequently asked about how to get started and what information we will need to prepare the training and scripting package. In order for us to define the approach, we will need the following information. You can answer the questions below and fax to us at 620-717-7671 or scan/email to melissa@leadsforcommercialcleaning.com.

Contact Information:

Contact Name(s) _____

Company Name _____

Address _____

Web address _____ Phone _____

E-mail address _____ Fax _____

Contact list – If you will be providing the contact list, it should be in XLS or CSV format. Do you have a list of former clients or prospects that you would like for us to call?

Please advise of the geographical areas based upon zip code, city, metro, county, state, or mile radius from your office zip code that we should be contacting.

Please advise of the number of employees for your prospect list. You may have multiple selections from the following list: 0-9, 10-19, 20-49, 50-99, 100 to 249, 250 to 499, 500 to 999, and above 1000. What ideal employee size would work best for you?



We can target all businesses or specific types of businesses based upon SIC codes. Please describe the types of businesses you want us to pursue. For example: Manufacturers, Insurance offices, Churches, Medical, Commercial Real Estate, Private Schools, etc.:

We can exclude specific business types such as government, public schools, etc. What types of business would you like to exclude from your calling efforts?

Goals of the program – With our Janitorial accounts, we are typically setting in person appointments. Are there specific dates and times that work best for you? Are there specific days or times that do not work for you?

Who will be conducting the appointments?

Before we generate an appointment, we will attempt to gather information to qualify your prospect. What questions are important and what information should we gather? For Example: Square footage? Cleaning frequency?



Other information and sales materials: Please advise of the materials that you can provide for us in preparing your training and scripting program. For example, some clients provide recent sales letters, brochures, website URL, etc. Please e-mail those items to us or fax those items to 815-927-0110.

Please what marketing materials are available for sending to your prospects via email. Do you have PDFs available-if so, please attach.

Please provide 3-5 sentences to introduce your products or services?

How would you describe your company? How long have you been in business?

Please explain how your company compares to your competitors? How would you explain why your company is better than the company they are using now?

Please provide any additional comments that might be applicable to development of your program.

We will use the above information to prepare the training and scripting package. We will provide this document to you via e-mail for your review and feedback.