



CLIENT INTERVIEW – TEN IMPORTANT QUESTIONS

Please help me focus the upcoming presentation on your organization's most important needs by answering the following questions. (**Your answers will be held in strict confidence.**) Please complete and return to me via email no later than three weeks prior to the presentation date to give me the time to prepare properly for you. You may add pages for your answers. If any question does not apply to your group please note N/A. Thank you.

- 1) Who are your customers, in general?
- 2) What do they want, need, and expect from your organization?
- 3) What are the challenges you face in meeting the wants, needs, and expectations of your customers?
- 4) What are your concerns, if any, with regard to:
Communications:
Personal Behavior and Interpersonal Relationships:
Time and Life Management (organizational skills; meeting deadlines; controlling stress):
- 5) What are your desired outcomes from the presentation?
- 6) What other workshops or seminars have your employees participated in?
- 7) Who will be the audience? (Frontline workers, managers, secretaries, field workers, union workers, faculty, sales professionals, administrators?)
- 8) In general, do you think your organization has good teamwork? If "no," can you explain why?
- 9) Is the morale of the employees good, bad, indifferent? Please explain.
- 10) What else can you tell me that would help make my time with your organization most beneficial and productive?

Your company/organization name: _____

Name & position of person answering this interview: _____

Contact phone number or email: _____

Your selected seminar(s): _____

Date(s) of seminar: _____

If you need clarification, please contact me via email: gwen@gwenfujie.com, or by phone at (808) 236-4936. Or, contact my assistant, judy@judysegawa.com, (808) 735-2882. Please send your interview answers via e-mail to both of us. Thank you!