

Growth Strategy Workbook

Part 2: Learning from Your Customers



Building Your Growth Strategy Roadmap Part 2

Getting Started with Part 2

“Every man I meet is my superior in some way. In that I learn from him.”

---- Ralph Waldo Emerson



Now that you have begun creating your company’s story, learning what your customers are thinking about your company adds a rich new dimension.



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A story about your customers isn't complete until they have shared their unique insights with you. Customers love to be asked for their contributions. Learning what they are thinking is more than filling in the lines on the page. It's quiet attentive listening. It's putting aside the rush to complete their thoughts with your words.

Your shared story telling uncovers amazing opportunities for both you and your customers. This is the place where mutual growth begins.



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Tips to Make the Most of This Workbook

1. Imagine that you have never met this customer before. This eliminates any preconceived ideas of what they will tell you.
2. It's only natural to want to shape the customer's narrative to fit your story. Remember, your customer is the center of your products and services. It's not you.
3. Let the questions guide the conversation.
4. This is an opportunity to reconnect with customers you have not talked with in a while. Including some of these customers will provide a valuable perspective that you will not get from your most loyal customers.
5. Take your time. Schedule this conversation when both you and your customer can be focused and unrushed.
6. Commit to providing ongoing feedback with your customers after the conversation is over. Shared storytelling is a wonderful relationship-building experience.
7. *Bonus Idea:* Kick this off by asking your client to complete [Part 1](#) for their company. It shows you care about --- and are committed to ---their long-term success.



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How Your Customers Tell Your Story

Customer: Click or tap here to enter text.

- 1. How would you describe our company to a business acquaintance?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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2. Why does your company do business with us?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

3. What problems do we solve for you?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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4. Which of our products and services do you value the most? Why?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

5. What would you like us to do for you that we currently don't?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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6. What should we do differently?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

7. What are the biggest challenges you're facing today?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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8. When you think about our products and services, what other companies come to mind?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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How Are We Communicating?

- 1. What do you want to know more about?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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2. Where do you get information about growing your company?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

3. How often do you want to hear from us on non-critical items?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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4. How are we doing with information that helps you make confident business decisions?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

5. Do we deliver the information and knowledge you need without having to ask us for it?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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6. How would you rate our responsiveness with you?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

7. How are we doing speaking in non-technical words that make sense to you?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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8. If you could tell us one thing, what would it be?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

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Connecting the Dots

Now the aha really begins. Go back to all the [Growth Strategy Workbooks - Part1](#) that you and your clients completed.

Your story now has clarity. What you think you deliver, what your clients think they receive, and the real problem you can solve right now frame your meaningful story.



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What's Next

Action Item 1: Building your story around the products and services your clients value the most is a company effort. Share all these Growth Strategy Workbooks with your team. You're ready to discover where to focus your time, resources, and attention.

Action Item 2: Complete your Products and Services Discovery worksheet in your [Growth Strategy Workbook Part 3](#). You'll be ready to gather more essential insights from your clients.



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We hope you have had fun continuing your company's growth strategy roadmap. Telling your story from the customer's perspective paves the way for building valued lasting relationships.

You have completed the second step. There is more to come!

In the meantime, we would love to learn more about your company.



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