



# SOPHIA ASSOCIATES

*Awakening Leadership Within*

## Client Questions Exercise:

Choose five clients that you feel you have a strong relationship with. Let them know in advance that you will be calling them to ask them some questions on your performance and that you would appreciate their honest feedback. Tell them you do this periodically to see how you can improve your services.

Your task is to then ask them the questions and LISTEN. Do not defend if you hear what you may perceive as criticism. You may also want to ask questions that clarify the answers more such as if they say your greatest ability is to help clarify things for them you might also ask "in what way or specifically, what am I doing that helps clarify things for you?". Then record the answers under each question.

Finally, review all the answers and look for what they have in common as indications of strong points or weak points.

Question 1: What do you see are my greatest abilities?

Client 1:

Client 2:

Client 3:

Client 4:

Client 5:

Question 2: Tell me how you feel about working with me...

Question 3: Can you make any suggestions on how I can improve or add to my services?

Question 4: What other value do I bring to our business relationship?

Question 5: Is there any other feedback you would like to offer?

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