



Prestige
SPA & CLINIC
CONSULTANTS

DISCOVERY QUESTIONNAIRE

This CONFIDENTIAL Questionnaire has been designed to give your Prestige Spa, Salon & Clinic Consultants an understanding of you, your business, your present marketing strategies, challenges, opportunities and interests. *Incidentally, just the process of considering the queries here to complete this Questionnaire, may prove valuable!*

NAME _____ DATE _____

COMPANY NAME _____

ADDRESS _____ SUITE _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL _____

BUSINESS TELEPHONE _____ CELL _____

E-MAIL ADDRESS(S) _____

WEBSITE(S) _____

I GENERAL BUSINESS DESCRIPTION

Years in business: _____

1. Describe the nature of your Spa, Salon or Clinic – what you sell, how you sell it, who your customers are, and anything else that you'd care to share, etc.

2. Marketing methods/media used in past 2 years:

Advertising, newspaper	TV, Spots	Other - Please specify:
Advertising, magazine	TV, Infomercial(s)	1. _____
Advertising, trade publication	Direct-Mail	2. _____
Websites	Package Inserts	3. _____
Email	Yellow Pages	
	Exhibiting	

3. What is your "vision" of your business' future, as it is likely to be / as you would most desire it to be?

II OPPORTUNITY ANALYSIS

4. Describe your most significant competition, their strengths and weaknesses.

5. List ALL the strengths you, your company, your products and services bring to the table.

6. What are the most significant obstacles and frustrations standing between you and your goals?

III MARKETING

7. As best you can, describe your Spa, Salon or Clinic's Unique Selling Proposition:

8. What projects/methods/changes are you working on NOW to improve your marketing?

9. What has been/is most successful for you in marketing?

10. What has been/is least successful?

11. Do you have a written marketing or business plan?

Yes

No

Attached

12. Describe your "typical" customer/patient/client:

13. What are the biggest trends, changes, events affecting and shaping your customer's existence and yours?

14. Testimonials accumulated from customers/patients/clients:

None
Few
Many

In Writing
On Audio
On Video

System for getting testimonials?
 Yes No

15. If you were afforded some one-on-one time with one of your top Prestige Marketing and Business Strategists and ask any 3 questions, about ANYTHING what would you ask?

1) _____

2) _____

3) _____

Realizing that Prestige Spa, Salon & Clinic Consultants and CEO Jill Scott accepts only a small group of private clients at a time, why should you be considered for a Preliminary Telephone Consultation and perhaps eventually a Proactive Analysis & Strategies Session meeting? (Please feel free to use other side if necessary)
