



Spotlight Your Brilliance Interview Questions

Client:

Date:

(Note: substitute your business name for <business> in these questions.)

1. How did you first learn about <business>?
2. What inspired you to do business with <business>?
3. What words come to mind when you think of <business>?
4. What are strengths of <business>?
5. What are areas for improvement?
6. What can you count on?



7. What do you say to other people about <business>?
8. What is your favorite experience with them?
9. What do you look forward to when doing business with them?
10. What service is their most valuable contribution?
11. What distinguishes them from their competition?
12. Why do you continue to do business with them?
13. What difference has <business> made for your organization or for you personally? How were things before you engaged with <business>? What issues or objectives did you have that weren't getting accomplished? How was that after your interaction/work with them?



14. What do you think <business> could be doing to make a bigger impact or grow the business?

15. What have I not asked that you'd like to say something about?