

ARCTIC ECHOES - AUDIO PRODUCTIONS

SCRIPT QUESTIONNAIRE

Note: These questions are to aid in building copy that will be the best sounding for your Company.

- 1) How would you like your company name to read?

- 2) What is your company slogan or motto?

- 3) What is your company location, Including Special directions or land marks if need be.

- 4) Do you have any special order lines or information that callers should know about? Fax lines, Toll-free #'s, mail order forms, catalogs?

- 5) Do you have any special ordering information like Fax lines, Toll-free #'s web site, or mail order forms?

- 6) Do you have a web site that you want to promote? If so please include your Web address:

- 7) What are a few of your new products or services? Briefly describe a few of your New products and their benefits.

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8) What are some of the products and services that not all of your clients, or prospective clients, know about.

9) What other kind of special sales or promotions does your business offer?

10) Can you offer your callers any safety hints, helpful tips or Money saving ideas?

11) How do you differ from your competition?

12) Does your Company get involved in the community (Charities, Fundraisers, Sponsorships or Scholarships)?

13) Is your Company involved in any trade shows, seminars or classes? If so please give details.

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14) What specific events should your callers know about (Seminars, outings and meetings)

15) On average, How long are you customers on hold.

16) Briefly describe your average customer.

17) What are some of the Goals of your business.

18) Wasn't that fun..