

The Perfect Fit Customer Profile (PFCP) – sample questions

Do you prefer smaller customer orders, or customers that order everything you suggest?

Do you prefer a client that knows what he or she wants, or do you prefer to play the role of professional shopper and offer suggestions to improve their purchasing experience?

Do you want someone that calls frequently with repeat orders, or someone that shoots an email to place a new order?

Are your clients eager to refer new business to you, or do you want to keep your client base small and cozy?

What level of service do you want to provide for these clients? What level of service do they expect?

Where do they live?

What do they eat on a typical day?

Do they dine out a lot or do they stay home because they're savers?

What do you love most about these customers?

What do they love most about you?

What is their biggest problem (that you can solve)?

What do your clients CRAVE from you?

How do you satisfy that craving?

Why do you like working with these people?