

Sample CNA Questions

From RAB's Radio Marketing Professional Training and Certification program, this sample of Client Needs Analysis questions will help you prepare for first meetings with prospects.

Before your appointment, research the prospect's industry, company and decision-maker. Use this checklist of resources and add your own:

- RAB's [Instant Backgrounds](#)
- RAB's [Radio Sales Today Articles](#)
- RAB's [Ad-To-Sales Ratios](#)
- Prospect's website
- Prospect's social media sites
 - o LinkedIn
 - o Facebook
 - o Twitter
 - o YouTube
 - o Pinterest
 - o Google +
 - o Google Maps
- Online search of the prospect's
 - o Industry trade association
 - o Company
 - o Products
 - o Organizational chart

Once prepared with a general knowledge create custom questions to elicit the most information from the client. Ask your questions in the order of the least threatening to most threatening to first build a relationship and make the client comfortable answering. Listen carefully to the answers and ask follow-up questions. These are only sample questions:

Company

1. I see your company has been in business a long time and you have been here most of that time. How did you get started in the business?
2. What were you doing before this? (If you were unable to find personal background on social sites)
3. What's most enjoyable about being in the business?
4. What's the toughest part of being in the business?
5. It looks like the industry is coming back after a tough time. Are you finding that to be the case for you?
6. What is the most important thing for consumers to know about you today?
7. Tell me about your busiest day.
8. In what causes of community efforts do you invest?

Products/Services

1. You have a wide selection of products and services on your website. Are you targeting higher-end? Average quality? Lower-end?
2. Is there a product or service you would consider your specialty?
3. Are those your best sellers?
4. What would the worst sellers be?
5. Anything you like to feature, perhaps because of a higher profit margin?

Customers

1. I understand from MRI Research that nationally most customers of your products are _____ (men/women, age range, income level, profession, education level). How would that be different for your company?
2. Is that the demographic you prefer to have or are there any missing opportunities?
3. I see you are selling on the Internet. Has that been a large percentage of your sales?
4. Have you found the customer to be changing over the last few years?
5. Do you anticipate any changes in your target customer?
6. I saw in a recent article from your trade association that the average purchase price of your product is \$ _____. Is that about right for your store?
7. What would you say is the single largest misconception people have about shopping with you?
8. How do people know about you?

Competition

1. It appears you have a lot of competition from a quick online search, who are you finding to be your biggest competitor?
2. Why would people shop there?
3. What would they have as advantages over you?
4. On the other hand, what advantages do you have over them?
5. Of their advantages, what would the single biggest one be?
6. Of your advantages, what would the single biggest one be?
7. Are you anticipating any changes competitively? New competition coming in? Old going out of business or moving?

Objectives

1. It looks like last year your industry grew at ____%. Are you finding about the same growth here?
2. Is that growth pretty close to what you expect it to be?
3. May I ask what kind of sales projections you have for this year? And are you on target?
4. What would you like to have your company be known for? Low price? Large inventory? Service?
5. If there were just one thing you would be known for, what would you want that to be?
6. What would the biggest marketing challenge be?
7. Are you addressing that challenge? What are you doing?
8. If you could change one thing in your company image, what would that be?

Advertising

1. In what media are you currently advertising?
2. Which do you use most often?
3. How often to you use each medium?

4. What would you say you like best about each medium?
5. Anything you change if you could about each of them?
6. Are you using co-op from your manufacturers?
7. Are you taking advantage of discretionary vendor support?
8. Any major events you like to promote? Dates? Times?
9. Can you give me an example of a couple events that were most successful and why they were?
10. How do you measure the success of advertising campaigns?
11. What expectations would you have if you were to invest in a radio campaign?

Specific questions about Digital

1. I didn't see much about you on the Internet. Are you advertising in digital?
2. What is your goal for your website? Branding? Direct response? Providing information? Building your customer database?
3. How pleased are you with your website's results?
4. I see you have been selling through your website. Are you pleased with the results?
5. What do you like best about your website?
6. How would you say you are doing with your Facebook page and other social media?
7. I see your website is optimized for mobile. Are you advertising on mobile?
8. I see I could register on your site, what are you doing with your database?
9. What would you change about your Interactive efforts if you could?
10. How are you promoting your website, Facebook page, mobile site and other digital?
11. What kinds of results have you found with your digital advertising?
12. How effective has search been for you?
13. I didn't notice any rich media on your site? Are you using online Audio? Video? Flash? Animation?
14. Who handles your Internet advertising and other new media advertising?
15. Who serves your digital ads?
16. What size ads do you prefer?
17. What kinds of sites get you the best results?

Wrap-up

1. Are there any other areas we should discuss before I begin to prepare some detailed analysis and recommendations based on today's meeting?
2. As I am collecting additional research on your industry over the next few days are there any areas of special interest to you that I should research as well?
3. Are there any other individuals involved in making marketing and advertising decisions?
4. Let me ask how you evaluate your advertising.
5. If you were to advertise on radio, in general terms what kind of results would you expect?
6. Do you have any advertising agency?
7. I'll have research and recommendations ready for your review on (date). Can we meet at (time) to discuss my findings?