

First Impression

**How do clients find you - via a website or social media?
An exhibition? Networking events?**

Consider what you have or what you will need to make that first impression. If you already have these things in place, are they the best solutions for you and are they working efficiently?

First Contact

Is this by email or by order placement? By phone or in person?

Consider how your brand comes across here - email signatures, auto-response emails, tone of voice, and even the clothes you wear.

Consultation

**If you offer a consultation as part of your process,
do you go to them or do they come to you?**

How could you make the process more efficient? For example, forms that can be sent to prospective clients to fill in or consider ahead of your meetings could save time at the consultations.

Process

What is your working process?

When do you interact with clients in this time frame and how?

Are you reassuring and keeping your client up-to-date while they wait for the next stage of your service / product dispatch? And how?

Supply

**If you are selling a product, what packaging do you use?
If you are selling a service, what are you leaving them with physically?**

Is it on-brand, and how could it be brought up a level?
How could it be working more efficiently for you?

Future Contact

What is your follow up service - do you have one?

How can you encourage your client to keep you in mind / recommend you / use you again?