

## Kinnear Office Furnishings

Below is a list of 5 sample questions I would have asked based on the professional development program I took and the case study sample for [\*Kinnear Networks their Way to Better Connections\*](#). The purpose of these questions is to help "pull" the best success story from the customer.

1. I understand networking is one of your main sources for leads. Why is it so important to you?
2. What other ways are/were you getting leads?
3. What makes you different from a company like Performance Furnishings?
4. What types of feedback are you getting from your sales staff who have attended the 5-Step Networking Method?
5. How has the quality of prospects changed/differed from before your sales went through the Networking for Sales Results Program? How many have actually completed the training course(s)?

This writing example was produced during a professional development program on creating effective case studies.

I like your planned questions. Your first question is especially good. It's an open question and will get the customer talking. The rest of your questions are also open and should pull out the success story from the customer. Well done.

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