



# INCORPORATION OF NEW CUSTOMERS

## INTRODUCTION

# LOST TIME

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If you dedicate the same amount of time and energy to all the prospects who contact your agency (either by phone, email or through a form on your website), you're doing it wrong.

You can not help all the prospects and you can not afford to waste resources to discover which ones are indicated. You need a system that allows you to research and qualify prospects to determine if they fit your ideal customer profile, which means that they should look like your "best" customers so that your agency can offer real value to their companies.

The questions on this incorporation form could be used in a form on your website, or you could use them during a telephone conversation about a client's marketing plans. The goal is to quickly determine the prospect's problem and confirm if your agency is the right partner to help you.



# INCORPORATION FORM OF POSSIBLE CLIENTS

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How can our agency help your company?

Discover your brand and its main products or services.

What values and convictions define your brand?



# INCORPORATION FORM OF POSSIBLE CLIENTS

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How many employees work in your company?

Currently, how do prospects find your company?

What are your quarterly / annual marketing goals?

What are your biggest marketing problems?



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What are your biggest sales problems?

How is your sales cycle?

What is your estimated monthly marketing budget?

Who are your three main competitors?



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Why do you think our agency would be suitable for this project?

Is there anything else you would like to report before you start?