

10 Key Questions To Ask Prospective Agency Clients

Use this list to ensure new potential clients align with your agency's values. Pose all the questions as part of a prospect inventory or sprinkle them throughout your introductory calls.

Basic Fit

- 1 Identify your business's top two strengths. How do you currently express them?
- 2 What's your team's most obvious weakness? Have you tried to address it, and how?
- 3 What inspired you to found, or start working for, the business?

Goal Alignment


- 7 Name the measurable goal that's most important to you right now. How can we help you achieve it?
- 8 To what degree do you currently track results? Using what tools?

Managing Expectations

- 4 Have you hired an agency before? How was that experience for you?
- 5 What would our business relationship look like if everything went as well as it possibly could?
- 6 How often do you expect to hear from us? What's your preferred mode of communication?

Long-Term Potential

- 9 Where do you see your business in five years?
- 10 Why do you want to work with an agency at this stage of your business's growth?



New client alignment is only the beginning. [Sign up](#) for a free trial to discover all the ways Accelo can make your agency more efficient along the journey from prospect to profit.