



November 20, 2014

## ***Questions to ask your customers***

- Do you have a rating system for suppliers?
- What's your measurement criteria?
- How did you rate us as a supplier this year?
  
- Do you buy the same product from others that you purchase from us?
- If yes, what percent of your total buy do I supply?
  
- What is your purchasing goal this year for the product we provide?
- What can we do to get a larger share of your buy?
  
- What are your corporate goals for next year?
- What are your personal goals for next year?
- How can I help you achieve them?
  
- What's one piece of advice you'd give me to make me a more valued supplier?

Good Luck!

*Linda Laitala*

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