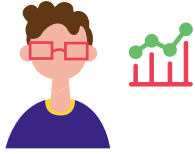


CHECKLIST OF QUESTIONS TO ASK SALES & SUPPORT TEAMS



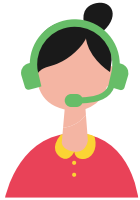
SALES

What are the most requested features?

Are there any new customer segments?

What are some of the biggest customer concerns?

What are the most common purchasing hesitations?



SUPPORT

What are the most common support tickets?

What are the most common customer frustrations?

Are there any workflows that are especially problematic?

Are customers requesting any new functionality we don't offer?