

First Contact Interview

Interview

Purpose: To gather information, qualify the referral and answer questions Use the following questions as a guide to help you learn about the client's wants and needs. The questions that are in bold print will be the most useful. The initial interview should last approximately 5 - 10 minutes.

Introduction

- Introduce yourself
- What got you interested in CNC?
- Do you already have a CNC in your shop? Any experience?
- Are you interested in turning?
- Do you have an immediate need or are you gathering information?
- Do you have a goal in mind?
- **Do you have a business or is woodworking more of a hobby?**
- **What would be your first three projects?**
- **Have you looked at any other CNC products? Use this question to point out Legacy's strengths: versatility, quality, made in USA, excellent training and support.**
- **Do you want to be on Legacy's email list to receive additional information on CNC retreats, workshops, training webinars, customer spotlights, and demonstration videos? This is an opt-in email list and you can opt-out at any time.**

If the contact is a hobbyist

- **Do you have a specific project in mind? Use this question to point out versatility.**
- **Have you done any CNC programming?**
- **Have you participated in any of Legacy's free webinar training classes?**
- **Have you seen any of Legacy's online videos?**

If the contact is interested in starting a business

- What size CNC are you interested in?
- **What type of product or service do you want to provide?**
- **Would you need assistance with training or programming? Using this question to point out Legacy's training webinars, videos and CNC retreats as well as Legacy's two independent programmers that can provide personal, customized training for a fee.**
- **Do you want a CNC with Auto Tool Change?**
- **Would you be interested in financing?**

If the contact is operating a business

- How long have you been in business?
- What products and/or services do you provide?
- Do you want to increase productivity?
- Do you want to expand your capabilities?
- Are you currently outsourcing components that could be brought in house?
- How many parts or components do you need to produce?
- **Do you have a specific problem or need that CNC will resolve?**
- **What size CNC are you interested in?**
- **Do you want a CNC with Auto Tool Change?**
- **Would you be interested in financing?**