**A message to Product Marketers and Teams:**

You are free to borrow all of the elements here and adopt it for your own particular usage. You can manipulate it, change it, delete some of it, add to it. It doesn’t matter.

And, if you want to go further to show any thanks. Call us out on [LinkedIn](https://linkedin.com/company/shoot-the-curl-marketing-llc) or at our website.

You’ll want to adapt the survey below to fit the needs of your organization:

|  |  |
| --- | --- |
|  | If you want your seller survey to be successful, you will need most of your sales teams participating (as well as fully completing the survey). Get Sales leadership on board and emphasizing the expectation that sellers must take and complete the survey. |

|  |  |
| --- | --- |
|  | Perform the survey on a Quarterly basis and keep the questions largely the same. Of course, you can ask about different things. Just be careful not to substantially change a lot of the questions so that you can’t compare some of the results from quarter to quarter. |

**DEMOGRAPHICS**

1. **Please indicate your role in the Sales organization:**

[Itemize the various roles you have in your sales organization so team members can select the appropriate one.]

1. **Please indicate how long you have been at COMPANY NAME:**

* Less than 1 month
* 1 month to 3 months
* 3 to 6 months
* 6 months to 1 year
* 1 year to 2 years
* More than 2 years

[If your sales team has a lot of turnover, then the timelines indicated here may work best. If the team is largely stable, then lengthen out the options here.]

**CUSTOMER AND PROSPECT INSIGHTS**

1. **In the last 45 days, what are the biggest challenges, pains or desired outcomes you have heard customers and prospects share with you (Check no more than five responses)**

[For this question, it’s useful to prepopulate concerns that may have been expressed. A couple ways to do this would be to 1) Talk to individual sellers first and make a list based on that conversation or 2) Find an analyst report that talks to similar challenges and paraphrase their listed challenges to fit your survey question. You don’t want to just have this an open field for sellers to type in their comments as many sellers won’t take the time or won’t be able to think of something at the moment.]

1. **What projects are your prospects and customers indicating they are trying to tackle/accomplish? (Check all that apply)**

[Prepopulate the answers here along with an opportunity for sellers to input additional projects.]

1. **What features, enhancements or capabilities do you hear prospects and customers asking for that YOUR COMPANY doesn’t satisfy today?**

[You can prepopulate this question or leave open-ended. I recommend leaving open-ended for sellers to type in responses so as not to ‘lead the witness.’]

**KNOWLEDGE OF OFFERINGS**

1. **How would you rate your knowledge of the following \_\_\_\_\_\_\_\_\_\_\_ solutions on a scale of 1-10 (1 being “I have no knowledge” to 10 – “I know everything there is to know”):**

[This question is designed to get at sellers’ comfort and knowledge with your called out offerings. Just itemize each offering with to apply the scale to above.]

1. **How would you rate the availability of content for the following solutions on a scale of 1-10 (1 being “Content, what content?!” to 10 being “I feel we have plenty of content about the solution I can use”)**

[Use the list of solutions in Question 3 here as well.]

**OUR MESSAGING**

1. **How comfortable are you in communicating YOUR COMPANY’S value proposition on a scale of 1-10 (1 being “I am not at all comfortable talking about our value proposition” to 10 being “I am completely comfortable communicating our value proposition”)**

[This is an example of asking about specific areas to understand whether additional training or content may be needed for sellers. In this case, the focus is on the overall corporate value proposition but it could easily be another topic of keen interest at your organization.]

1. **In the last 45 days, what company and/or offering messages have you felt have resonated in your conversations with customers and prospects? Please rate each of the messages below on a scale of 1 to 10 (1 being “The customer or prospect just doesn’t care” to 10 “When I say this, the customer’s or prospect’s interest jumps way up”)**

[Here is where you should canvas your website, content collateral, decks and other information to capture all of the different messages that Marketing has captured both about your company and offerings. If you have a broad portfolio, you can gear this question to just specific offerings you might want to know about. You can combine corporate-level messages here with offering-specific messages or split these out into different questions. This question helps you capture information for the Bubble-up slide.]

1. **In the last 45 days, what Armor messages have you felt have resonated in your conversations with customers and prospects? Please rate each of the messages below on a scale of 1 to 10 (1 being “The customer or prospect just doesn’t care” to 10 “When I say this, the customer’s or prospect’s ears perk way up”)**

[If you have a lot of different messages, then break this question up into two.]

**COMPETITIVE**

1. **In the last 90 days, what competitor(s) have you come across or gone head-to-head with on an opportunity? (Check all that apply)**

[Prepopulate this list and then provide an option for sellers to indicate other companies not listed. You should be able to compile a strong list of companies based on your own market knowledge, analyst reports and seller inputs through conversations with a few sellers beforehand. This question helps to answer who sellers are coming up against from an empirical standpoint and should guide your competitive analysis efforts in the future.]

**RESOURCES AND CONTENT COLLATERAL**

**[This section actually has two purposes – 1) To ask about knowledge and usage of your content repositories and 2) To act as a stealthy way to build awareness of these repositories or resources.]**

**[You can change the timeframes based on your needs. However, to capture ‘recency’ for this survey, we suggest tighter timelines.]**

1. **In the past 30 days, how many times have you visited the NAME OF YOUR CONTENT REPOSITORY to view or get offering or other content for use in your role? [LINK to KB]**
2. 1 to 2 times
3. 3 to 5 times
4. 6 to 10 times
5. More than 10 times
6. I am aware of the NAME OF YOUR CONTENT REPOSITORY but I haven’t gone to it in the last 30 days.
7. I didn’t know about NAME OF YOUR CONTENT REPOSITORY until I saw this question.

[For every content repository or other location for content, you can repeat this question. You may also want to inquire about a Product Management resource or new Sales Training resource that exists as a way to query usage and drive awareness. So, don’t feel limited to Product Marketing-owned resources.]

1. **In the past 30 days, how many times have you read the SALES NEWSLETTER OR OTHER REGULAR COMMUNICATION to get the latest updates on new content, upcoming events, new marketing tools and other marketing resources for sales team members?**
2. 1 time
3. 2 times
4. 3 times
5. 4 times
6. I didn’t know about the SALES NEWSLETTER OR OTHER REGULAR COMMUNICATION until I saw this question.
7. **In the past 45 days, please indicate how often you shared a COMPANY NAME blog post with a customer or prospect (Don’t count sharing on Social channels like Twitter and LinkedIn)?**
   1. 1 to 2 times
   2. 3 to 5 times
   3. 6 to 10 times
   4. More than 10 times
   5. I haven’t shared a post.

[This question as well as the others helps to understand what content gets shared by what Sales teams.]

1. **In the past 45 days, please indicate how often you shared a COMPANY NAME web page (on Armor.com) with a customer or prospect?**
   1. 1 to 2 times
   2. 3 to 5 times
   3. 6 to 10 times
   4. More than 10 times
   5. I haven’t shared a post.
2. **In the past 45 days, please indicate how often you shared the EXTERNAL INFORMATION RESOURCE with a customer or prospect?**
   1. 1 to 2 times
   2. 3 to 5 times
   3. 6 to 10 times
   4. More than 10 times
   5. I haven’t shared this site.

[If your organization has some type of external resource aside from the website where sellers can/do share information, then you can use this question to ask about that.]

1. **In the past 45 days, please indicate how often you shared the following thought leadership content assets with a customer or prospect:**
   1. 1 to 2 times
   2. 3 to 5 times
   3. 6 to 10 times
   4. More than 10 times
   5. I haven’t shared this content asset.
2. “Name of Content Asset”
3. “Name of Content Asset”
4. So on and so on

[For this question, you want to cite specific content assets your company has developed and you want to know about their usage. These should be thought leadership pieces for this question that your organization may have developed or acquired. The survey tool you use will likely allow you to combine the asset names above with the frequencies above.]

1. **Please rate the importance of each of the following external-facing content types in your day-to-day ability to sell or communicate the value of Armor services on a scale of 1 to 10 (1 being “It wouldn’t help me in my job at all” to 10 being “It’s a critical content piece I need to be successful”)**
2. Case Study
3. Corporate Overview Deck
4. Customer-facing Slides
5. Data Sheet
6. eBook
7. Solution Brief
8. Technical Brief
9. Testimonial (brief endorsement – not a case study)
10. Video
11. Web Page
12. White Paper
13. Other (Please specify)

[This information will give insights on what types of content assets are most valuable to what teams in Sales.]

1. **Please rate the importance of each of the following in readying you for your day-to-day ability to sell or communicate the value of Armor services (1 being “It’s not something that helps me at all” to 10 being “It’s a critical content piece to help me be successful”).**
2. Competitive Analysis
3. FAQs
4. Live Training
5. Lunch and Learns
6. Market Analysis (Overall market picture)
7. Recorded Training
8. Training PowerPoint
9. Use Cases
10. Other (Please specify)
11. **When it comes to thought leadership content, please rate how valuable you feel the following are when sharing with a customer or prospect on a scale of 1 to 10 (1 being “These don’t have any value at all to customers or prospects” to 10 being “These are very valuable and appreciated by customers or prospects”):**
12. Blog Posts
13. eBooks
14. Infographics
15. Podcasts
16. Research Reports (your company originated)
17. Third Party Research Reports (acquired from a third party analyst or other firm)
18. Top 10 Articles
19. Videos (Developed by your company)
20. White Paper (Developed by your company)
21. Other (Please specify)

[Again, the last few questions will yield insights in terms of what sellers use and what they feel resonates with prospects and customers. This will help guide your efforts on what types of content are best developed for what teams to use with prospects and customers.]

1. **What type of content or content topics directly related to YOUR COMPANY NAME offerings would you like to see made available that would help you be more effective in your role at Armor?**

[Open-ended]

1. **What type of content or content topics of a thought leadership nature would you like to see made available that would help you be more effective in your role at Armor?**

[Open-ended]

1. **Last question! For the upcoming NAME OF YOUR QUARTERLY OR ANNUAL SALES EVENT, what topics would you like to see presented by Product Marketing? Or is there anything different you would change about product marketing's presentation?**

[Open-ended]

[If your event isn’t coming up for quite some time, you can delete this question.]

“Click the button below and you’re done! Thanks for taking the time out of your day to complete the survey!”