

AGILE MARKETING CUSTOMER DISCOVERY SURVEY TEMPLATE

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| | | | | |
|---|--|--|-------------------------|--|
| 1 | What is your company name? | | | |
| | | | | |
| 2 | What is your title? | | | |
| | | | | |
| 3 | What is your age? | | | |
| | 65 or older | | 25-34 years old | |
| | 55-64 years old | | 21-24 years old | |
| | 45-54 years old | | 20 years old or younger | |
| | 35-44 years old | | | |
| 4 | What is your education level? | | | |
| | Less than high school | | Associate degree | |
| | Some high school, no diploma | | Bachelor's degree | |
| | High school graduate, diploma or the equivalent (for example: GED) | | Master's degree | |
| | Some college credit, no degree | | Professional degree | |
| | Trade / technical / vocational training | | Doctorate degree | |
| 5 | Describe a recent purchase you made? | | | |
| | | | | |
| 6 | What brand impresses you? | | | |
| | | | | |
| 7 | What does a typical day look like for you at work? | | | |
| | | | | |

| | |
|----|---|
| 8 | What skills are required to do your job? |
| | |
| 9 | Who do you report to? |
| | |
| 10 | What are you responsible for? |
| | |
| 11 | What does success look like in your role? |
| | |
| 12 | What are your biggest challenges at work? |
| | |
| 13 | What is the size of your organization in number of employees? |
| | |
| 14 | What is the revenue of your organization? |
| | |

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