

THE ULTIMATE QUESTION

The sure-fire way to drive “good profits” or “true growth” is to ask, The Ultimate Question, according to best-selling author, Fred Reichheld.

When you ask **The Ultimate Question** of your BUYERS, you will be able to develop your company's NPS (Net Promoter Score). You're about to discover of how top business organizations transform their Buyers into Promoters to drive true growth.

Here is The Ultimate Question ... and what to ask next based on the scores you get:

“How likely is it that you would recommend [product name] to friends or colleagues?”



Here is second question you will ask of your **PROMOTERS**:

“What specifically would you say to someone to inspire them to try [product name]?”

Here is second question you will ask of your **PASSIVES**:

“What would it take for you to rate [product name] a 10?”

Here is second question you will ask of your **DETRACTORS**:

“What is the reason or reasons for your score?”

YOUR COMPANY'S NET PROMOTER SCORE (NPS)

NPS = (% of Promoters) – (% of Detractors)