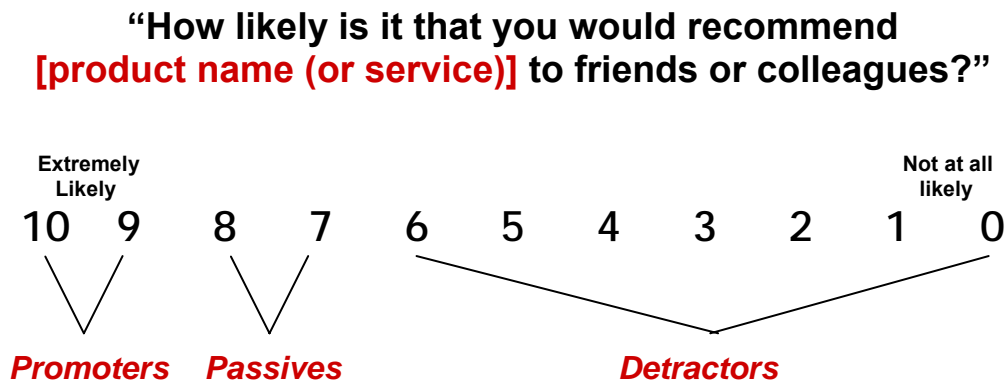


The Ultimate Question

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

When you ask **The Ultimate Question** of your customers, you can acquire your company’s **NPS** (Net Promoter Score). By so doing, you will soon discover of how leading business organizations transform ordinary customers into Promoters.

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



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

“What specifically would you tell someone to get 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 business’s Net Promoter Score (NPS)
NPS = (% of Promoters) – (% of Detractors)