

CLIENT AND VENDOR

INTERVIEW SUMMARY

HIGHLIGHTED RESPONSES FROM VENDORS		SUMMARY
1	What do you enjoy most about working with our company?	
2	What differentiates us from others you work with? What do we do well?	
3	What qualities or characteristics make a client your favorite to work with?	
4	What trends are you seeing in the industry that we should be aware of?	
5	Are there innovative products or services you think we should explore?	

TABLE 3.2: *Format of a vendor analysis matrix*