The Ultimate Question

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

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 organisations transform ordinary customers into Promoters. 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?”***

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**Promoters Passives Detractors**

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

**“What specifically would you tell someone to get them to try (product name)?”**

Passives: Here is second question you will ask of your Passives:

**“What would it take for you to rate (product name) a 10?”**

Detractors: Here is the 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)**