

# 45 Best Customer Questions for *Customer Success Managers*



Your **Customer**  
**Retention** Experts

# Asking the Right Questions

Asking the right questions can mean the difference between serving a customer well and serving a customer with excellence.

Asking the best questions allow for the best answers -- answers that you can use to help your customers achieve success.

This list was crowdsourced by the amazing Customer Success community on LinkedIn. Using my 20+ years of academic experience asking powerful interview questions, I distilled the list down to the 45 best customer questions.

This is the list of the ***Best 45 Customer Questions*** a CSM can ask.

# 45 Best Questions for CSMs

1. How are you measured on success?
2. How can I help you meet those success measures?
3. What is the one thing you must accomplish in the next 6-12 months?
4. What metrics do you get bonuses for that we can focus on?
5. What topic are you hoping I won't bring up?
6. What would you like us to continue?
7. What would you like us to start?
8. What would you like us to stop doing or do less of?
9. How have things changed since we started working together?
10. What are 3 areas of focus for the next 3 months?

# 45 Best Questions for CSMs

**11.** What are your personal goals?

**12.** How do you prefer I communicate with you?

**13.** Where are you now in your career?

**14.** Where do you want to get to?

**15.** If the renewal was today, how likely are you to renew?

**16.** What got harder since we last spoke?

**17.** What got easier since we last spoke?

**18.** How can we make it better?

**19.** How can we measure that?

**20.** If another supplier tried to entice you away, what might be most compelling in their offer?

# 45 Best Questions for CSMs

**21.** How is this project being evaluated?

**22.** How are you being evaluated?

**23.** How can we help you look better internally at your company?

**24.** Would you like an introduction to other similar customers who are getting more value?

**25.** How does it feel doing business with us?

**26.** If things go off the rails, how will we know?

**27.** If things are fantastic, how will we know?

**28.** How do we measure against your best of class suppliers?

**29.** How likely are you to take us with you if you moved to a new company?

**30.** How can we make you a raving fan?

# 45 Best Questions for CSMs

**31.** What do you wish you had more time to do?

**32.** What reports do you own?

**33.** What can we do to help you get the metrics you need?

**34.** What's the most important thing you and I should be talking about?

**35.** How do you like to celebrate your successes?

**36.** What else should we be doing?

**37.** What would it take so you see me as your trusted advisor?

**38.** Are you willing to be a reference or speak on our behalf?

**39.** If we stopped working with you tomorrow, what would you miss the most?

**40.** Imagine that it's 6 months from now and nothing has changed. What are the implications?

# 45 Best Questions for CSMs

41. What is currently impacting you?

42. Who or what else is being impacted?

43. When you consider these impacts, how do you feel?

44. When you consider those possible outcomes, how do you feel?

45. What's the ideal outcome?

# Want more details?

Check out [the companion article](#) to this guide.

