

**Scale up together**  
**Question marks**  
**Day one**



# You made me happy

By all the pride and passion and good introductions today. Thanks!



# Use questions as a tool. Here are some essential questions



Why do my company exist?



What gives me the right to win the gam? And what is my current game?



Who wants to buy my products/services?



How do I exceed customer expectations?



Is my story local, emotional and strong enough?



What trend can elevate my offer?



What cards are there to flip?



How about the timing issue?

