

THE INDUSTRIAL BROKER
DIAGNOSTIC INTAKE

Client / Company: _____ **Date:** _____

Decision-Maker(s): _____

Listen for the operation, not the budget. The budget will tell you what they wish they could pay. The operation will tell you what they actually need.

1. Walk me through a typical operating day at your current building.

2. What is your current biggest operational pain point?

3. How do your trucks load and unload? What does peak inbound and outbound volume look like?

4. Where does your labor come from? Any concerns about availability or wage rates?

5. Who are your three largest customers/suppliers by volume, and where are they located?

6. What is your business expected to look like in three years? Growth? Contraction? Pivot?

7. What is the cost of being wrong on this decision?

SYNTHESIS — KEY OPERATIONAL TAKEAWAYS
