

In B2B relationships facts are very important for estimating the real situation of the partner and the business risk associated with transactions. We conduct several kinds of interviews in which the strong and weak points of the relationship and the partner can be revealed.

- First of all we try to reach the critical episodes - situations that occurred and tell us about what is happening.

- Secondly our interviews are based on the business process. Before the interviews we ask our account to describe the process and make the script of the interview on the basis of the dynamics of the process. It is important for further conclusions and corrections in the relationships.

- Thirdly, we ask everyone the same questions, so comparisons are possible.

Usually the results of the interviews are confronted with the sales data and general view of the relationship, if possible we audit as many aspects of management as possible with strategic thinking of the partner in the first place.