

CUSTOMER INTERVIEWS WORKSHEET

Finding the Voice of Your Customer

Many people are afraid to talk to their customers. That's a mistake, though.

Even if the feedback is negative, it's better to know. But more often than not, customer interviews hold the key to speaking the language that connects with future prospects. This simplified approach can take less than 30 minutes.

Ask a Mixture of Questions like These:

1. What problem does [your product] help you solve?
2. Why were you seeking [your product]? Why was that important?
3. How did you come to learn about [your product]?
 - Where were you looking?
 - What were you seeking answers on?
 - What was hard to find?
 - What confused you?
 - What sounded too good to be true?
4. How long did it take you to decide that [your product] was the right choice? What ultimately did it?
5. What do you like about [your product]?
6. What do you consider different about [your product]?
7. How do you feel now that you have [your product]?

The Top 5

1. What prompted you to start looking for a solution like [your product]?
2. Why did you choose [your product]?
3. What is the most significant different [your product] is making in your business today?
4. How would you describe [your product] to someone else?
5. What is the single greatest benefit [your product] provides?

8. If you were only allowed to use 3 words/phrases to describe the value of [your product] what would they be?
 - How would you prioritize those things?
9. The best part of [your product] is _____?
10. What do you wish you had known sooner about [your product]?
11. How did we make it difficult to buy [your product]?
12. What would you be doing if you hadn't selected [your product]?
13. What would you tell your friend about [your product]?
14. If you became CEO of [your business] tomorrow, what's the first thing you'd focus on?