

B2B CURRENT CUSTOMER INTERVIEW PREPARATION

Interviewer:	
Current Customer:	
Date:	
<p>Warm Up Questions: Make a little small talk, it'll help make everyone (including you) more comfortable.</p>	
<ul style="list-style-type: none"> • "I heard the weather there is [Google the weather in their location - insert here]. How's that been?" • "Did you catch the [insert a sports team in their location] game?" 	

ASK	LISTEN FOR
How would you describe your role as [insert role from customer storming]?	A common foundation you'll both operate from during the interview. Words/jargon used, so you can reflect it back during the conversation and build rapport.
How would you define the problem our product is solving?	What words they use to describe their problem? What was so hard about that problem? What was the biggest challenge in solving that problem?
What does success look like for you?	Their success, is your success. This is what you will help them achieve by solving their problem. Reflect it back throughout the conversation to build rapport.
What's the hardest part about achieving that success?	The words they use to describe the problem. If they try to deflect or avoid the question keep exploring it with them, rephrasing if necessary.

Remember to Empathize: "I've experienced exactly the same problems myself" "You're not alone there. I've talk to several other people who have said the same thing." "That makes sense" "I can see why that'd be hard"

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When was the last time you tried to solve that problem?	Have they tried to solve it in the last 12 months? If not, start over asking about a different challenge.
Can you tell me about the last time that problem happened?	Opportunities to clarify - this is your chance to ask "dumb" questions. Phrases and jargon you can turn into marketing copy.
Why is it a problem for you?	The real problem they're trying to solve. Emotions you can evoke in your marketing copy.
How did you find our solution?	The channels you can use to find other customers like this one. Did they consider other vendors before deciding on your solution? Also what channel you can approach your future customers with?
Who else was involve in the decision making process of buying our product?	This is the list of decision makers you need to convince to buy your solution. This further tells you the process and sales cycle for deciding your solution?
How our solution help you achieve success?	This is how they define your solution. This is how they sell your solution internally.
How would you measure or decide if you are able to achieve desired outcome?	How do they justify Return on Investment? What are their success criteria and why?
What's not ideal about our solution?	This gives you a list of features that you can add in future to make it faster, easier or cheaper for them to achieve success.
Open the door for more inputs: "What else should I have asked you?"	
I'm trying to understand this problem from a wide range of perspectives. Do you know 1 or 2 other people within your organization (or outside) who are struggling with [insert the problem they mentioned your product is solving]?	These can be your potential customers to interview and sell with reference from your current customer.
Thank them for helping shape your company! "This has been incredibly helpful. I'm really excited to incorporate what we talked about into our plans." "I'm really excited to share what we talked about with my team." "You've really made a difference in how we'll tackle this problem."	

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