

# WHAT TO ASK

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In this exercise you're going to learn the questions to ask during your interviews.

There are two variations of questions, depending on the nature of who you're interviewing: Business to Business (B2B) and Business to Consumer (B2C).

You will notice that the two scripts are very similar, with some slightly different wording and a little more set-up on the B2B side. At the end of the day though, your one and only goal is the same no matter who you're interviewing...

**Interviewing Objective: Understand the problems your customer is actively trying to solve.**

Before you move on, go to the Interview Script Generator to create your custom interview script. Follow the instructions there:

- You will be prompted to choose whether you're conducting a B2B or B2C interview.
- In the Customer Role section, fill in the Early Adopter segment you are targeting. In my case this would be "Lean Startup Founder".
- Next enter the in the Hypothesized Problem that you imagine your customers have.
- Finally, enter the Specific Problem Situation, or the scenario where this problem would present itself.

That last one is a little tricky, so let me explain. The key to understanding the problem "context" is focusing on **when** your customer segment feels the hypothesized problem acutely. In what situation would the customer "Role" be most likely to cite the hypothesized problem?

## B2B CUSTOMER INTERVIEW SCRIPT

Interviewer \_\_\_\_\_ Customer \_\_\_\_\_ Date \_\_\_\_\_

Warm Up Questions: Make a little small talk, it'll help make everyone (including you) more comfortable.

- "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?"
- "How's your week been so far?"

Ask	Listen for
1. How would you describe your role as a <b>tech hiring manager</b> ?	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.

2. 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.
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