

ASK QUESTIONS

Ideal Client Profiler

It is amazing how often your clients will be able to articulate the best positioning for your firm, even if you can't. Ask or hire someone to ask your IDEAL clients these telling questions. You'll gain valuable marketing insights. It's one of the best things you can do for your business!

Company

Date

Interview Name

1. When you started researching our products/services, why were you doing it? In other words, what did you want or hope to gain from it? What motivated you to look for our products/services?

2. What was the single biggest problem or challenge you hoped to solve?

3. How was this problem making you feeling at the time?

4. Can you identify any root causes of the problem we just discussed?

5. Why did you choose to work with us in the first place?

6. Why do you continue to work with us?

7. What do you like most about working with us?

8. What fears did you have in working with a company like ours?

9. What negative consequences have you avoided or eliminated by working with us?

10. What positive changes or benefits have you experienced in working with us?

11. Do you feel like you have become something different by working with us? Have you experienced any type of transformation as a result of working with us?

12. What could we/our products/services do for you that we don't?

13. Have you referred us to others? If yes, why? If no, why?

14. What do we do that others don't?

15. What phrases would you use to search for our products/services/solutions?

16. How do you learn and how do you buy?

17. When it comes to "X", what issues do you care about? What keeps you up at night? (X = what you do)

18. What channels/sources do you use to gain information?

19. When it comes to "X", what are unmet needs in the market? (X = what you do)

20. Who are your competitors and how do you compare?

21. How do you make buying decisions?

22. What is the real value we deliver to you?

23. What can we do to be even more valuable to you going forward?

24. What is your chief complaint about "X"? (X = what you do)