

ASK QUESTIONS

Target Market Profiler

It is amazing how often your target market will be able to articulate the best positioning for your firm, even if you can't. Ask or hire someone to ask your target market these telling questions. You will gain invaluable insights into your target market that will help guide your marketing and accelerate revenue growth.

Company

Date

Interview Name

1. When it comes to "X" what is your single biggest problem or challenge? Please be as detailed and specific as possible.
(X = what you do)

2. How much is this problem costing you?

3. How much would you be willing to pay to solve this problem?

4. How is this problem making you feel?

5. What have you done to try to solve this problem?

6. When it comes to "X" what do you want? (X = what you do)

7. Why do you want that?

(We're digging for the underlying reason here, not what's at the surface)

8. When it comes to "X" what don't you want? (X = what you do)

9. Have you worked with companies like ours in the past?

10. What did you like and dislike about working with them?

11. Did you have any fears/concerns about working with the consultant?

12. What phrases would you use to search for services like ours?

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

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

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

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

17. Who are your competitors and how do you compare to them?

18. How do you make buying decisions?

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