



— KNOW YOUR —
CUSTOMER KIT
RECOMMENDED INTERVIEW QUESTIONS

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INTRODUCTION

Surveys offer an excellent way to gather information about your target market.

Open-ended questions give you a chance to gain their detailed thoughts and opinions. But the foremost way to gain this higher quality, deeper information from your customers is to conduct interviews.

These are probing questions that seek more details. Wherever appropriate, ask follow-up questions to get the interviewee to expand on their answers.

Avoid using a script. Create a list of the most important questions. Make sure that the improvised questions will lead to the information you need to know.

Be open-minded and prepared for surprises. It's really important that you don't try to lead an interview to certain conclusions or impose your own ideas on it. Instead, you should try to see the world from your interviewee's perspective.

SELECTING SOMEONE TO INTERVIEW

Interviews are more involved and time consuming, so you should be selective with choosing your interviewees. A few good choices include:

- | A repeat customer or fan of your brand who really likes your product or service
- | A friend, colleague, co-worker, or someone in your network who fits your ideal customer profile
- | Someone you met at a conference or trade show who expressed a great deal of interest in what you offer
- | People who are highly engaged with you on social media or email and fit your ideal customer profile

It's best to conduct the interview in-person or in video. It should be as personal as possible and you want to be able to pick up body language and other non-verbal clues.

A photograph of three women in a meeting, looking at a laptop. The image is overlaid with a semi-transparent orange filter. The woman in the center is wearing glasses and a dark jacket. The woman on the left is smiling and looking towards the center. The woman on the right is also smiling and looking towards the center. A laptop is open on the table in front of them.

INSPIRATION

“ Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves. ”

Steve Jobs, Apple

GENERAL NEEDS/CHALLENGES QUESTIONS

What are the biggest challenges you face in your life or business?

Why are those challenges a problem for you?

How have those challenges affected your life or business?

What do you do now to deal with those challenges?

Why did you choose those solutions?

How well do those solutions solve your problems?

YOUR INTERVIEWEE'S BUSINESS

How would you describe your business?

Who is your ideal customer?

What is the main challenge you face when it comes to your business or the service you offer?

How has this challenge affected your life? What benefits have you gained from it and what problems has it caused?

What would your life be like if you could meet and overcome this challenge or solve this problem?

What solutions have you tried in the past and what was the result? How could the results have been better?

What is keeping you from solving the problem now or seeking a new solution?

YOUR PRODUCT OR SERVICE

What led you to purchase our product or service? What was the #1 reason?

What results have you achieved?

How have these results been different from other products or services you've tried?

What was the #1 thing that made you hesitant to make the purchase? What were you afraid of?

Looking back now, do you feel that this fear was justified or does it seem baseless?

What is the biggest benefit of using the product or service?

How has using the product or service affected your life?

WORKING WITH THE CEO PARTNER TEAM

Here are a few people sharing their third-person snapshot of how supportive we are

“For years I struggled to hone in on my ideal client. Sonaya not only helped me gain clarity and nail down my target audience for the long term but I was appreciative of her professionalism and insights. She made it simple and she was amazing to work with. With her direction, I was able to find and serve my dream clients. I highly recommend her for your business system needs.”

JEN JUL MEDIA

“Sonaya was really amazing to work with, she always had solutions, suggestions and resources. She was available when you needed her and was really accommodating in supporting problems that came up. I really felt she cared about my business and me.

I’m loving that everything feels in order now, that there is structure and guidelines.

Helping me with team members. My group programme is set up now to run effectively without lots of labor intensive tasks. And my systems. I have systems that are going to grow now with my business. This is going to make managing my business growth - much easier.”

MOIRA NI GHALLACHOIR



MEET THE AUTHOR

This is meant to be super quick information (a review for some of you and new stuff for others) and a reference point. If anything doesn't make sense or is confusing in any way...don't fret! I'll be back soon with more great stuff to answer any questions and make it all so-very-crystal-clear. ...and of course, you can always catch me on all social media @theceopartner sharing more tips and tools so you can have greater breakthrough for you, your life + your business



Sonaya Williams

(Pronounced: so-ni-yah)

I hope you enjoyed the Know Your Customer Kit. Sonaya Williams is the founder of The CEO Partner, a Digital Product Agency service established offline businesses. Her 10+ years of experience building several six- and seven-figure online businesses led to Sonaya developing her New Revenue™ Formula. Her client results include implementing strategic solutions that doubled revenues, providing quality training that led to empowered and high-performance teams and CEOs that finally experienced true offline vacations.

Sonaya believes that when you understand that Systems + Support = Happy Business and Happy Life, you will find massive success and freedom. Originally from New Jersey, she now lives in London, UK where she is grateful to be exploring the simple things in life with her husband and young daughters.

Ass Seen In:

