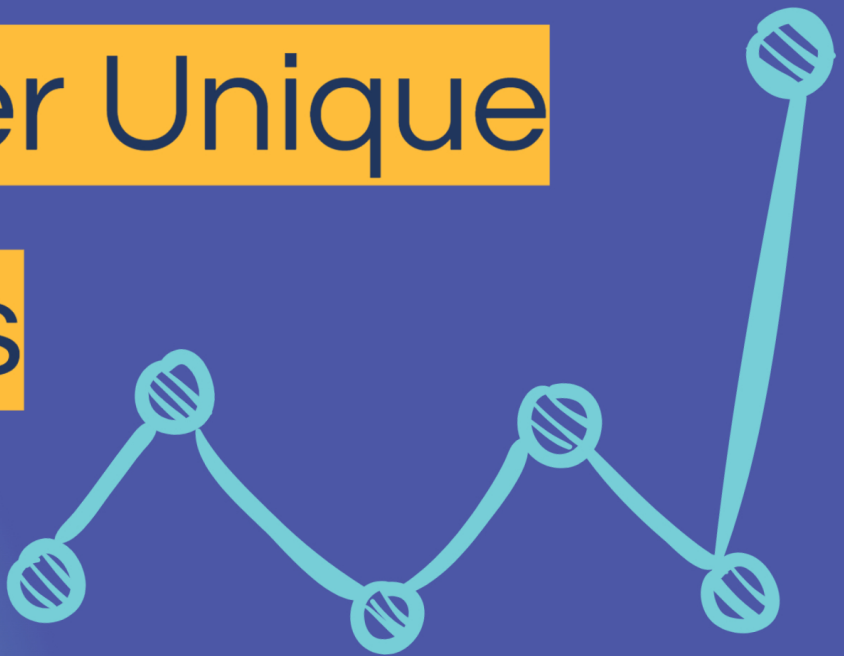


11 Questions to Ask Your Customers to

Uncover Unique

Insights



Vende Digital
Focused B2B Marketing



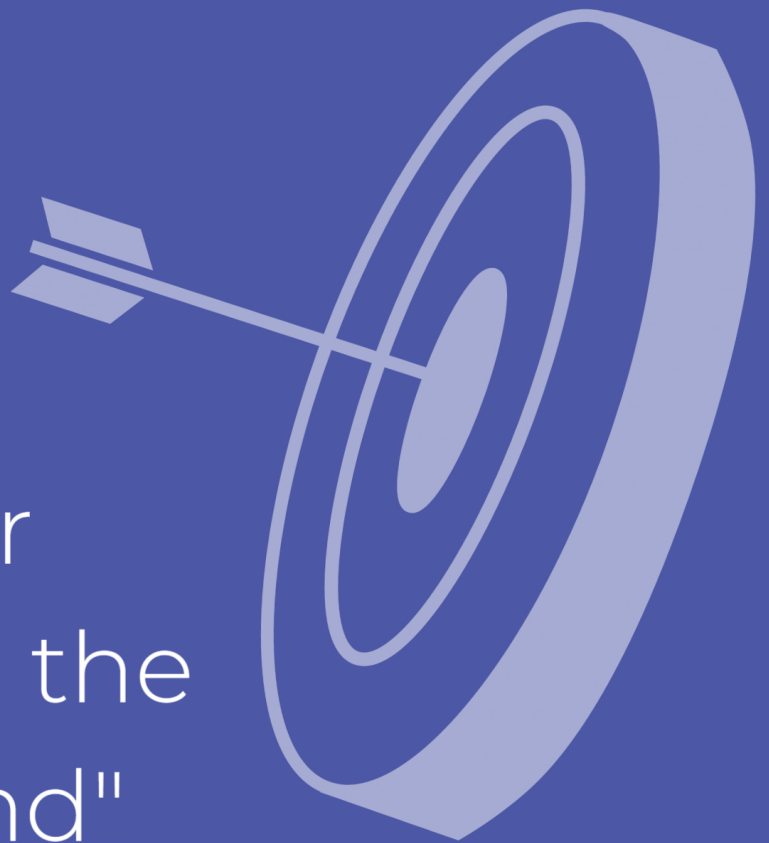
1. How did you **learn** about our solution?

You'll discover what created **awareness** and **demand** for your offer.




2. What are you **accomplishing** with our solution?

Their answer
will give you the
"work at hand"
in **their own language.**

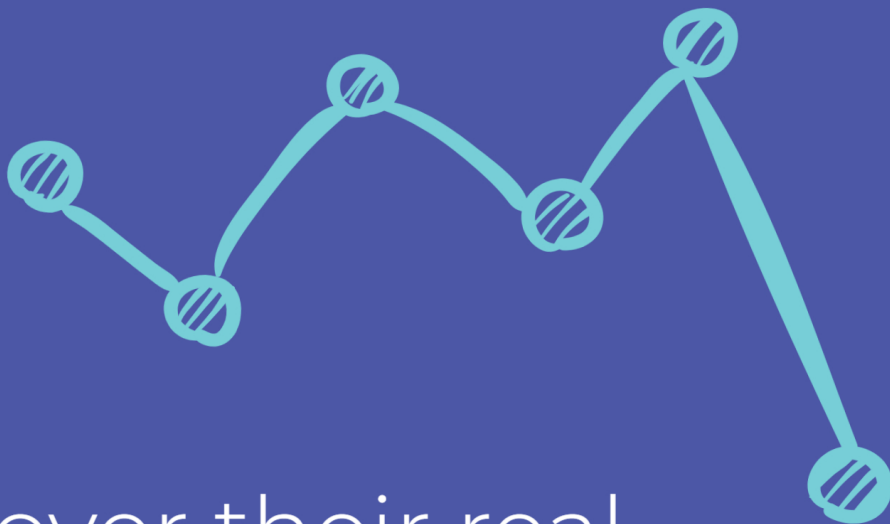


3. How were you doing it **before** you purchased our solution?

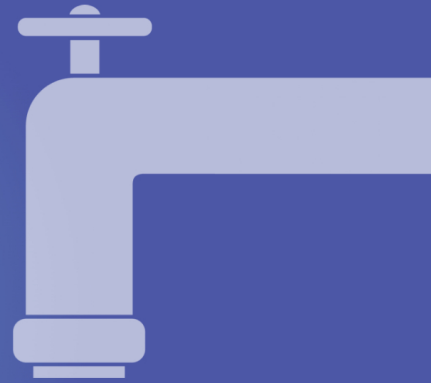


Gain insight into the "old way" buyers try to get the work done. Use this to **position your solution** as the new/better way.

4. What was the **problem** you wanted to solve?



Discover their real needs/pain. Don't be afraid to dig and ask more **Why** questions (i.e., '**Why** was that a problem?')



5. What was the **tipping point** that caused you to start looking for a solution like ours?

Their answer will be the **catalyst**. You will want to agitate this pain in your content.

6. What kept you from moving forward **sooner**?

You'll discover the 'pain of change'
and other objects you will need to
overcome.

7. What **other options** (internal or external) **did you consider?**



Learn your competitors' or
other methods for dealing with
the issue

8. What do you like best about **our solution?**

Discover features, people,
and elements that
make their lives
better.



9. How is your situation **different now** that you are using our solution?

You'll learn what their 'better tomorrow' looks

like. You can also turn these into testimonials.



10. What would you type into Google if you were **looking for this solution?**

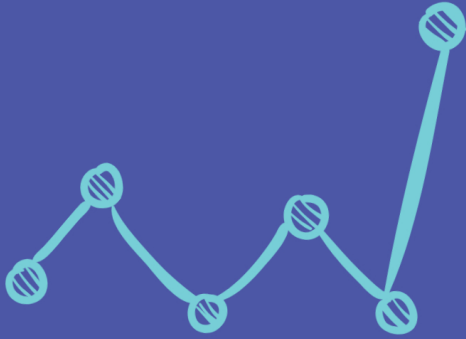
Discover important



11. How would you **describe** our solution to a peer?



Learn **how to**
talk about
your solution
in the
language
they use with
their peers.



What

questions

would you

add?