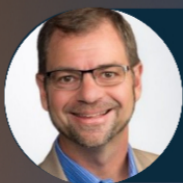





# 11 Questions to Ask Your Customers to Uncover Unique Insights



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Swipe Left



# 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" & other objections 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 key phrases



# 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?



Paul Slack

