

Customer Interview Script

Interviewer _____ Customer _____ Date _____

| Ask | Listen for |
|---|--|
| 1. Tell me a story about the last time....? | Problems, challenges, Jargon: this can help you build rapport, discover marketing messages |

| Ask | Listen for |
|--|---------------------------------------|
| 2. What was the hardest part of the experience | Details of the challenge and emotions |

| Ask | Listen for |
|-----------------------|---------------------------------------|
| 3. Why was that hard? | Details of the challenge and emotions |

| Ask | Listen for |
|-----------------------------|---|
| 4. How do you solve it now? | What is their current solution, what are the shortcomings about this solution |

| Ask | Listen for |
|--|---|
| 5. What is less than ideal than this solution? | What are the shortcomings about this solution |