Customer Discovery

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Pre-planning

- Find 100 names
- Use social media
- B2B or B2C
- Start in the middle
- Face to face data
- Create list of questions
- Asking the Right Questions <u>Video</u>
- Set-up interviews

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Pre-planning

- Talk to Strangers
- Ask for 15 mins, settle for 45
- Be Honest with yourself-Listen, Don't Talk
- Groups and Associations

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How Do I Make Contact

- Cold Call-but research your target ahead of time
- Email, then call, email. Multiple touches multiple modalities
- Network-get a warm intro
- Target the #2 ranked companies
- Expect low hit rate (10=1)
- Death by Demo <u>Video</u>

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How to do an interview

- Introduce yourself
- Have a two sentence description of your purpose
- Tell the interviewee how useful their input will be, and how important they are to you
- Remember that you are trying to learn
- Open ended questions (Why, How, When)

How to do an interview

- Get as specific as you can
  - Ask for examples, frequency, last time
  - Ask for facts
  - Avoid talking about the technology
- Embrace for bad news
- Remember you are searching for PAINKILLERS and GAIN CREATORS
- Mosquito vs Shark Bite

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Interview format

- Be a Fox
- Listen (90%)

- Not a Faucet
- Talk (10%)

Sample Questions

- What are you using or considering now?

- What do you like best about it?

- What do you like least about it?

- If you could have things any way you wanted what would you change?

- If I could do that what would it mean to you and your team?
- What would cause you to change your mind?
- What should I have asked?

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How to close an interview

- What should I have asked?
- Thank them for their time
- Ask for references
- Ask if you can check back if you have more questions
- Always send a thank you email
- Record your interaction/take good notes

Interview Notes

- Interviewee, Title, Contact Info, Date
- Hypothesis being tested
- This is what I thought
- This is what I asked
- This is what I heard
- This is what I learned/will change
- It's all about pattern recognition

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