

# Identifying Jobs to Be Done

If you want to uncover the job people are hiring your product to do, you're going to need to interview some of your existing customers. There are a lot of good resources available to help with figuring out jobs to be done. One thing to keep in mind is that most of them are intended to help product designers. In sales, you should focus more on how you can help people understand the job your product does, rather than trying to think of ways to improve your product to do the job better.

## Want to know more?

Watch [Using Jobs to Be Done in Sales](#) (27:31)

Read [A Script to Kickstart Your Jobs to Be Done Interviews](#) (article)

Read [Jobs to Be Done Interview Script](#) (Medium post)

Read [A Template for JTBD Interviews](#) (article)

Once you've completed the interviews and laid out the stories, you're going to look for a job that explains all of the stories equally well.

As you try to define your customers' job to be done, fit it into this standard "job story" template:

*As a \_\_\_\_\_, when I \_\_\_\_\_, I want to \_\_\_\_\_ so that I can \_\_\_\_\_.*

Every job is tied to a specific circumstance. In the example of the McDonald's milkshake, the situation was the morning commute. The first blank in the template above captures the circumstance where the job arises. So the job story for the McDonald's milkshake might look something like this:

*As a **morning commuter**, when I'm **driving to work in the morning**, I want to **eat something** so that I can **have something to keep me occupied during my commute and keep me feeling full until 10:00 a.m.***

Use the box below to write your customers' job story:

Once you have your job story, you can start to think about other products that might get hired to do this job. In the McDonald's example, the competition wasn't just milkshakes from other fast-food joints. It was also bagels, candy bars, and bananas.

Use this box to list as many products as you can think of that you might be competing with:

Now look at the list of competitors you just created. Are there any you might be able to form alliances with to provide better coverage for the job your product helps people get done?

Brainstorm possible alliances here:

### **Additional Resources**

- ["Competing Against Luck"](#) by Clay Christensen – Professor Christensen's book about Jobs to be Done.