

## Sample Questions for Customer Interviews with business stakeholders

Source: <https://leanb2bbook.com/blog/b2b-customer-discovery-interview-questions-the-master-list>

**Note:** Your customer interviews do not have to be this long and intensive. Please use these questions as inspiration and customize your interview guide for your industry sector and business.

TOPIC	SAMPLE QUESTIONS		
Demographics	<ul style="list-style-type: none"><li>• What is your role?</li><li>• What are your responsibilities?</li><li>• How long have you been working in this company?</li><li>• With what department and business unit are you affiliated?</li><li>• How many people report to you?</li><li>• To whom do you report?</li><li>• Can you walk me through a day in your work?</li></ul>	Business drivers	<ul style="list-style-type: none"><li>• What are your objectives this year?</li><li>• How will you be evaluated this year?</li><li>• After the New Year's Holiday, when you look back at this year, how will you know if you have been successful?</li><li>• Do you expect these objectives to be different next year?</li><li>• What are your clients typically trying to achieve with your products?</li></ul>

<p>Problem priorities</p>	<ul style="list-style-type: none"> <li>• What keeps you up at night? Why?</li> <li>• What are your top three challenges?</li> <li>• Out of these X problems, which would you say are your top three?</li> <li>• What keeps you from acquiring more users / what keeps you from doing x, y or z (main objective)?</li> <li>• What would be the first thing you would change about your work?</li> </ul>
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<p>Problem drilldown</p>	<ul style="list-style-type: none"> <li>• How are you currently solving this problem?</li> <li>• How do you typically work around this problem?</li> <li>• Are there, in your perspective, ways technology can help with this problem?</li> <li>• Do you expect this problem to improve, worsen or stay the same in the upcoming year? Why?</li> <li>• How are you currently planning to solve this problem?</li> <li>• Tell me about (problem)?</li> <li>• Why is this a significant problem?</li> </ul>
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<p>Intensity of pain</p>	<ul style="list-style-type: none"><li>• How do you feel about the current situation?</li><li>• What would be the impact of solving this problem?</li><li>• How many people are affected by the problem?</li><li>• What percentage of day/week do you spend fixing problem X?</li><li>• How much would you be willing to pay an external contractor to manually solve this problem?</li></ul>	<p>Problem ownership</p>	<ul style="list-style-type: none"><li>• Who else in your company shares these problems?</li><li>• Who would most benefit from solving this problem?</li><li>• Whom else in your company should we be speaking with regarding this problem?</li><li>• Who is involved with doing X?</li></ul>
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Decision-making power	<ul style="list-style-type: none"><li>• What was the last technology purchase that you've been involved in?</li><li>• Who also is involved in decision making?</li><li>• Do you purchase your own tools and technology?</li><li>• Do you need to ask for approval before purchasing new tools or technology?</li></ul>
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Buying process	<ul style="list-style-type: none"><li>• If you identify the need for a new product in your department, how does your team typically go about purchasing the solution?</li><li>• All things considered, what is the "typical" length of the approval process?</li><li>• Who are the four or six people who will make this decision?</li><li>• What does the corporate purchasing process look like?</li><li>• How do you typically purchase new tools?</li></ul>
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<p>Business processes</p>	<ul style="list-style-type: none"> <li>• How are you currently handling problem X?</li> <li>• Who gets involved? At what moments?</li> </ul>	<p>Whole product definition</p>	<ul style="list-style-type: none"> <li>• What are the minimal criteria required to work with your company?</li> <li>• What is most important for your company when purchasing new technology?</li> </ul>
<p>Technology landscape</p>	<ul style="list-style-type: none"> <li>• What are the four or five sites, tools or technologies that you use the most for work during the day?</li> <li>• What are some of the tools or technologies that you value for your work?</li> <li>• How did you decide to use tool X?</li> <li>• How did you find out about tool X?</li> </ul>	<p>Influencers</p>	<ul style="list-style-type: none"> <li>• Who are the visionaries you respect?</li> <li>• What are some of the blogs, websites or publications that you read?</li> </ul>

<p>Calculation of Return on Investment</p>	<ul style="list-style-type: none"><li>• How much time do you estimate solving problem X currently takes?</li><li>• How much money do you invest solving problem X?</li><li>• How many man hours does it typically take your team to do task X?</li></ul>
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