

Business client interviews

Their world

1. Please describe your business
2. What are your top 5 business goals you want to achieve?
3. What are the top 5 issues or worries in your organisation right now?

Pre- working with xxx (your business)

1. What key xxxx issues you were experiencing before working with us?
2. How did you find out about us ?
3. Why did you choose to work with us ? – what was it about our offering that appealed to you?
4. What were the obstacles that *would have* prevented you buying our services? *Eg Money, lack of understanding...*

Service delivery / value

1. What did you experience as a result of working with us?
2. What specific feature of the service did you like most?

3. What are 3 other benefits of working with us that you experienced?
4. Would you recommend our services? If so why?
5. Any other feedback or comments you would like to share?

Testimonial

Only ask this if everything has been positive, otherwise address their issues first

Would you be happy to give us a testimonial?