

# Buyer Persona Interviews: Conversations, Not Interrogations

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In the next two slides, you'll see examples of interview questions for both salespeople and customers. In parenthesis next to each question, you'll see which component of the buyer persona the information in response to the question should provide insights for.

The question lists are not comprehensive, but should give you a good basis for designing your own questions based on what you sell and to whom you sell it.

If you have any questions, feel free to shoot me an email and ask.

Thanks!

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## 9 Components

1. A Day in the Life
2. Objectives
3. Problems
4. Orientation
5. Obstacles
6. Questions
7. Preferences
8. Keywords & Phrases
9. Engagement Scenarios

# Customer Interviews

- Tell me about your job... (A Day in the Life)
- What happened that made you look for a solution? (Problem)
- What was the outcome you were trying to achieve? (Objectives)
- What did you need to learn about? (Questions)
- Why couldn't you solve this internally? (A Day in the Life)
- Who else was involved? (Persona identification)
- Where did you find the most useful information? (Preferences)
- What kind of pushback did you get? (Obstacles, Questions)
- Do you remember the turning point when everyone got on board?  
What happened? (Engagement scenarios, Sales enablement)

# Sales Interviews

- Who do you interact with at a prospect company? (Persona Selection)
- Who influences them? Or who do they need to influence? (Day in the Life)
- What questions do they ask? (Questions)
- How do they describe the problems they're solving? (Problems)
- How would they phrase what they want to achieve? (Objectives)
- Why haven't they solved it already? (Obstacles)
- What do they need to build the business case? (Preferences)
- What types of pushback do you get? (Obstacles)