

PROFILER

PHYSICAL PRODUCT (B2B)

ICP QUESTION
GUIDE

DEMOGRAPHICS AND PERSONAL DATA

- What's your age group?
- What's your highest education level?
- How long have you been working in [field]?
- What's your job title?
- What team do you work with?
- What products and tools do you use on the job every day?
- Who do you report to?
- How is your success at work measured?
- Where do you go for information to solve problems at work?
- How do you stay up-to-date with current news and updates in your industry?
- What are your favorite groups (online or offline) to chat with peers and give and receive advice?
- Is it part of your job to search for new products or vendors for the company?
- How do you search for new products or vendors?

COMPANY

- What's your company size (number of employees)?

- What is your industry?
- Who is your main customer base?

GOALS

- What are your company's goals for this quarter or year?
- What are your team's goals for this quarter or year?
- What are the company's long-term goals?
- What are your team's long-term goals?
- How does purchasing [your product] help your team or company reach those goals?

CHALLENGES AND PAIN POINTS

- How have recent industry trends and world events affected your business?
- What are the main challenges you face in reaching your goals?
- What are the main challenges your team faces in reaching their goals?
- What problems are affecting your team's ability to reach their goals?
- How does [your product] impact your ability to overcome those challenges?
- What challenges were you facing before you purchased [your product]?
- What was your deadline to solve those main challenges/problems?

- Who in your company or team was working to solve those issues?

PRICE SENSITIVITY

- How much budget does your team have for [type of product]?
- At what price would you consider a [type of product] to be so expensive that you would not consider buying it?
- At what price would you consider a [type of product] to be so cheap that you doubt the quality of it?
- At what price would you consider a [type of product] to be somewhat expensive, but still an option?
- At what price would you consider a [type of product] to be a great deal?

DECISION FACTORS AND PURCHASE PROCESS

- Do you make all purchase decisions for your team?
- If not, who makes purchase decisions for your team?
- Where did you first hear about [your product]?
- Why did you decide to purchase then?
- Were you purchasing from another vendor before purchasing [your product]?
If so, why did you switch?
- Who was involved in the decision to purchase [your product]?
- Did your company ever consider manufacturing the product yourself?

- Who had the final word on whether or not to purchase?

COMMON OBJECTIONS

- What main concerns did you have about purchasing a [type of product]?
- What do you feel [product] is missing?
- How do you feel [product] could be improved?

USE OF YOUR PRODUCT

- How does your company use [product]?
- How much of [product] do you go through in a month?
- Who handles ordering more [product]?
- At what point do you order more [product]?
- Do you feel the ordering process is smooth, or could it be improved?
- How is [product] stored until it's used or sold?