

PROFILER

B2B SERVICE

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 other services does your company or team use regularly?
- 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?
- Where do you search for new service providers?
- Is it part of your job to search for new service providers?

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 working with [your service] 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 using [your service] help you overcome those challenges?
- What challenges were you facing before you started using [your service]?
- What was your deadline to solve those main challenges/problems?

- Who in your company or team was working to solve those issues?
- What's one thing that could make your job easier or more enjoyable?
- What's your least favorite part of your job?
- What takes up the most time in your day?

PRICE SENSITIVITY

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

- Did you work with another company that provides [type of service] before purchasing [your service]? If so, why did you switch?
- Who was involved in the decision to purchase [your service]?
- Who had the final word on whether or not to purchase?
- Did you ever consider directly hiring someone to work full-time on this need? If so, why did you choose not to do so?
- What other companies did you consider for service? Why didn't you purchase [type of service] from them?

COMMON OBJECTIONS

- What main concerns did you have about working with a [type of service]?
- Are there any tasks [your company] doesn't offer that you wish we did?

USE OF YOUR SERVICE

- Who in your company benefits most from [type of service]? What benefits does this role receive?
- What direct ROI have you seen working with us?
- How often do you need [type of service]?
- Which tasks are most valuable to your team?

