

PROFILER

# PRE-LAUNCH

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/software do you use on the job every day?
- What products/software do you have access to but don't use very often?
- 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?
- How do you search for new products or vendors?
- Is it your responsibility to 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?

## 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 would you expect a [type of product/service] to help you overcome those challenges?
- What is your deadline to solve those main challenges/problems?

- Who in your company or team is 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 product/service]?
- 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?
- Do you currently use a [type of product]? If so, which one?
- Where did you hear about that product?

- What convinced you to purchase that product?
- Who was involved in the decision to purchase that product?
- Who had the final word on whether or not to purchase?
- How would you rate the overall experience with that product?

## COMMON OBJECTIONS

- What main concerns do you have about purchasing a [type of product]?
- Which features do you feel your current solution is missing?

## USE OF THE CURRENT PRODUCT

- Which features of [product] do you and your team use every day?
- Which features of [product] do you use on a weekly basis?
- Which features of [product] do you hardly use?
- Which features of [product] stood out to you at the beginning? Did those features live up to your expectation of them?
- Which features of [product] did you not expect to use as often as you do now?