

Strategic Market Interview Questions

When gathering information to gain strategic insights about the market, the views of customers and prospects will help you identify trends and market challenges that might provide opportunities for your company. Key partnerships can also be critical sources of information and should be interviewed as well. These questions will guide you during the discussion and interviews. Once unmet market needs are identified, companies can use that information to effectively target growth in existing segments, new segments to actively pursue, or new product and services offerings to develop.

Conversations with prospects and customers are best conducted by a third party or at minimum a non-sales executive, not a member of the sales team. This will enable you to gather the most open and honest feedback.

When asking for time for this informational interview, it should be made clear that the conversation should take 15 – 20 minutes of time and is to help the company gain strategic insights about the market.

(Note: Additional questions may be asked based on the interviewee's responses. Cover as many questions as time permits.)

COMPANY:

COMPANY TYPE:

NAME & TITLE OF CONTACT:

CONTACT INFORMATION:

MARKET SEGMENT:

LOCATION:

Question #1: What are the biggest business or operational challenges facing your organization today?

Question #2: Do you have specific plans and a timeframe to move forward with initiatives related to these challenges?

Question #3: What would cause you not to move forward with these initiatives?

Question #4: How do you see the market needs changing? What are the biggest trends you see?

Strategic Market Interview Questions

Question #5: Describe the vendor/supplier landscape. How do you see vendors and suppliers changing to meet these market needs/trends?

Question #6: What advantage does our company have over other competitors (list)?

Question #7: What other (different) products and/services would you recommend the company offer?

Question #8: Which market opportunities or new market segments have the most potential?

Question #9: If you were to describe our company and (the benefits of) our products, what would you say?

Question #10: Do you have any final recommendations or advice you would like to share on how our company could be more successful working with you and keeping you informed?