

B2B pricing, willingness to pay, and feature preference customer interview questions

Category	Sample questions
General	• What's your current job title? • How did you end up where you are today? • How long have you held your current position for? • What does a day in your life look like? If you don't have a typical day, what does a typical week look like? • Which department does your role report to? How big is your immediate team? • Who do you report to? • What's your involvement in the purchasing process for new software?
Product & perception	• In your own words, how would you describe our product to a friend or colleague? • What words or feelings come to mind when you think about our company? • What do you like about this product that you may not find in a similar one?
Value	• Which of these savings do you most care about, and which do you

	least care about: saving time, saving money or saving effort? • What prompted you to find a solution to your problem in the first place? • What problem could we solve for you that would bring you the biggest relief? • How could we make your life/job easier? • Thinking about the future, where do you hope to be in one year? Three years? • What would success look like if you were able to leverage this product effectively?
Willingness to pay	• At what price would this product be so expensive that you wouldn't consider buying it? • At what price would it be just getting expensive, but you would still consider buying? • At what price would it be a bargain and a great deal for the price? • At what price would it be so cheap that you would actually be worried about the quality?