# SPIN QUESTIONS TEMPLATE

1. Situation Questions
   - Who are your ideal customers?
   - What are your top-performing products?
   - How do you currently attract new customers?
   - How many new customers are you getting each month?
   - How much do you earn per customer?
   - Can you walk me through your current process for launching and selling a new rug design?
   - How many rugs do you currently have available for sale?
   - What platforms are you using to showcase and sell your rugs?
   - What kind of marketing have you already tried, if any?
   - Who do you believe your current customers are, and how do they usually find you?
2. Problem Questions
   - What is your goal for how many new customers you'd like to acquire?
   - What is the biggest challenge you face in getting new customers?
   - Are there areas where you are losing out on opportunities?
   - What frustrates you most about your current marketing efforts?
   - What challenges have you faced when trying to sell certain rug designs?
   - Are some designs selling slower than others? If so, why do you think that is?
   - How easy or difficult is it for you to consistently generate interest and traffic?
   - What happens when a design doesn't sell quickly?
   - Do you feel confident that your current product pages and posts are doing the rugs justice?
3. Implication Questions
   - How much revenue do you think you are missing out on by not reaching more customers?
   - If this continues, how will it affect your business over the next 6-12

months?
- How does slow rug sales affect your ability to create and release new designs?
- If designs sit unsold, what impact does that have on your cash flow or material budget?
- Does it create stress or limitations in how you grow or scale the business?

4. Needs Payoff Questions
   - If your rugs sold out within 2-3 weeks of release, how would that change your business?
   - What would it mean for you creatively and financially to have consistent fast-moving sales?
   - If we could create a clear marketing funnel that brought in predictable sales, what would that allow you to focus on instead?

FINAL: Present a Solution (improve funnel/additions to get result)