



# Discover Your Customer

## *Your Ideal Clients Language Revealed Through Conversation*

By Pat Helmers

The best way to discover what makes your customer tick is to ask them. Using market research techniques to “study the market” sounds intimidating and often skipped. But in reality, it’s not as hard as it sounds. Let me prove it.

This guide will teach you a **simple** process for discovering your ideal client’s needs.

By making a few brief cold calls, you can quickly collect the thoughts of prospective clients. When done, you will have a cost effective way of obtaining their daily conversations and the **actual words** they use. This language can be leveraged for marketing materials, emails, cold calls, websites, customer support language and actual product enhancements. Your ability to communicate clearly will be greatly enhanced. And, there’s no end to the good things can do with this information. Let’s get started!

## Market Research Through Conversation

Market Research is generally focused one of two questions:

1. What does my ideal client need?
2. Would my ideal client buy a product or service if given a chance?

These are powerful questions. Companies have withered and died because they failed to ask one or both of these questions. Most likely your competition has not been this self-reflecting. Don’t make the same mistake. Ask.

For the first question requires 6-10 conversations. These can be done either over the phone or in person. These interviews consist of open ended questions.

The second question, *will they buy a specific product or service*, requires a simpler set of questions for a larger sample size. Question 2 is appropriate if you already have a product or service in mind or it’s already available for sale. The sooner you can answer question if this product or service will sell, the better!

In either case the process is a simple script. Let’s start with the first question.

## Script for Ideal Client's Needs

Below are four questions that will stimulate conversation. Before answering the questions the interviewee may want some background information. Be honest with all your answers.

They will ask about your company. Tell them. Be clear you're not trying to sell them anything. Be up front you're **considering** rolling out new products and services. You want to make sure that there's a market before you do the work. Be clear you respect their experience and industry perspective. Any help or guidance would be deeply appreciated.

You're asking them for a favor! Surprisingly, many people are more than happy to help. They'll be intrigued because your questions viscerally address their current pains and desires. People want to vent. Let them.

Below is the script to kick start the interview. Again, this can be done over the phone or in person.

*Hi THEIR NAME*

*This is YOUR NAME from YOUR COMPANY and I'm doing a research study on THEIR INDUSTRY. I'm looking to understand what products and services would provide the greatest value to your industry*

*What is your (or your business's) goal?*

*What is your biggest challenge?*

*What would it take to overcome those challenges?*

*What would it mean for your business to overcome those challenges?*

Listen to their answers carefully. Take great notes making sure to capture their exact words. After they answer each of the above questions, follow up with the question:

*What else?*

Keep repeating this question over and over. You will often get better and richer answers because you asked "what else". Repeat until they have no more to say.

## Professional Phone Calls

If you're doing these interviews of the phone warm up so you sound your best. Do the following:

1. Read the script 10 times out loud.
2. Get comfortable with the words, anticipate them before you say them.
3. Stand up! When standing you project a more confident sound in your voice.
4. Smile. Your smiling can actually be heard by the listener. Ooze positivity.

These four steps may sound silly and fake, but it works. People will be more receptive to your questions. Don't dilly-dally when you make these calls. Get right to the questions. If it's a topic they care about, **people are surprisingly helpful**.

If the person you speak to isn't the expert about the subject (they could be a secretary or receptionist) you will need to talk to somebody else. Kindly ask if they will forward your call to that person. If forwarding the call's not possible, ask for the person's name and phone number.

Once you reach the expert, they may ask how the survey long will take. Tell them you have 4 questions and no more. If it's interesting for them it won't matter how long it takes. You may actually find it hard to get them off the phone! You will be surprised by the generosity of people. It's cathartic to a degree for the interviewees. It's not often they get to talk to someone who is **genuinely interested** in the challenges of their lives.

*"You will surprised by the  
generosity of people"*



## Analysis To Discover The Customer

Repeat this process for six or more businesses. Then analyze the results by finding common themes. From the data you've collected find the common challenges that seem **ripe** for a new product or service. Now you've got a great start on a potential new business. Congratulations!

## Validate a Product or Service in a Market Niche

Do you already have a solution in mind or a product or service for sale? If so you can quickly validate the idea or see if it will sell. By doing a bit of market research you can learn if it's a great opportunity and collect a few prospects too. Or in the case of an existing solution you can reveal if you should discontinue or promote the product or service. A little market research is extremely valuable.

For this research we'll collect 50 interviews. 50 is a magic number since it's statistically significant. With 50 samples you have enough evidence to know your interview data is most likely true for the entire market.

Below is the script to kick start the interview. Again, this can be done over the phone or in person.

*Hi THEIR NAME*

*This is YOUR NAME from YOUR COMPANY and I'm doing a research study on THEIR INDUSTRY. I'm looking to understand what products and services would provide the greatest value to your industry*

*What product do you use now for SOME TASK?*

*On a scale of 1-5 with 1 being poor and 5 being excellent how would you rate PRODUCT NAME?*

*Why did you choose that number? What else? What else?*

*On a scale of 1-5 with 1 being low and 5 high excellent how would you rate SOME PAIN YOU THINK THEY HAVE?*

*Why did you choose that number? What else? What else?*

*On a scale of 1-5 with 1 being low and 5 high excellent how would you rate the desire for SOME DESIRE YOU THINK THEY HAVE?*

*Why did you choose that number? What else? What else?*

*What improvements would you like to see in YOUR MARKET NICHE?*

*Thank you for your time.*

## Questions That Reveal Market Viability

The questions above are examples. You can and should add questions that are specific to your product and service. But realize you only have 60 – 90 seconds before the interviewee gets anxious. If you ask too many questions they are likely to give less honest answers.

Again this process is a great for lead capture. Look for anyone who answers in a manner that makes it clear they're a great prospect for your new products. These people are leads and should be included on your prospect list. As you can guess, these names are **GOLD**.

This is a case where you've gotten two for the price of one. Not only did you get the market research, you discovered a potential buyer!

## Fearless Interviews

Like snakes and public speaking, many people fear calling strangers on the phone. Instead of seeing yourself as a pushy salesman, consider adopting the mindset of a **research scientist**.

Consider yourself a research scientist with white lab coat and clip board. Your subject is across the table and you have a number of questions you want them to answer. Since you're a scientist, you have no expectation on how they answer. You're genuinely curious and open to anything they say. You don't want to sway the conversation in one direction or another. You want an honest answer. You keep your biases to yourself. You write down exactly what they say.

You can be the keen observer, be the scientist with the clipboard. Be fearless and learn about how the marketplace will treat your products and services. As they say, with knowledge comes power.



*“Adopt the mindset of  
Research Scientist”*

Got [www.salebabble.com/sellingwithconfidence](http://www.salebabble.com/sellingwithconfidence) for further details

# Market Research Questions

**Discover Your Customer With Conversation.**

**What is your (or your business's) goal?**

**What is your biggest challenge?**

**What would it take to overcome these challenges?**

**What would it mean to you to overcome these challenges?**

# Build Your Custom Validate Market Script

Discover if your ideas will sell

Hi this is \_\_\_\_\_ from \_\_\_\_\_ .  
I'm doing a research study on \_\_\_\_\_

Do you have \_\_\_\_\_?

On a scale of 1 to 5 with 1 being poor and 5 being excellent  
how would you rate your \_\_\_\_\_?

Why did you give it that rating?

What else?

Do you have \_\_\_\_\_?

On a scale of 1 to 5 with 1 being poor and 5 being excellent  
how would you rate your \_\_\_\_\_?

Why did you give it that rating?

What else?

Thank you, I really appreciate your help.

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