

Qualifying Your Prospect

Early adopters:

- Have the problem you think they have
- Know they have the problem
- Ideally, they've tried to solve the problem themselves
- Looked for a solution themselves
- Have already put budget behind solving the problem, and possibly purchased alternative products

Use these criteria to ask prospects before diving into a customer development discussion, to discard, discount the opinion of, or turn away people who aren't relevant



Questions to Ask

1. What is your biggest challenge with X? Use to estimate % of target market which has the problem you want to solve.
2. Tell me about the last time you struggled with X?
3. What kind of products or services have you recently bought when dealing with problem X?
4. What is your biggest challenge related to problem X?
5. What trends do you see (in your own industry for a B2B prospect)? Which ones are relevant to you?
6. What criteria do you or would you use to buy (a solution similar to the one you're thinking of creating)?
7. Is there anything which would keep you from buying?
8. Have you ever bought X before? If so, when? How was that experience?
9. What would you or did you type into Google when searching for information about problem X?
10. What media do you follow? (this is gold, when figuring out traffic sources for a launch)

For help with crafting your customer development script, check out the book :Launch Tomorrow at

<http://www.launchtomorrow.com>