



OPEN-ENDED QUESTIONS TO ASK DURING A MARKET VISIT

Market visits matter because it allows you to better understand your customers and prospective customers on a deeper level, which means you'll be excellent at speaking to them and making them feel heard and understood.

Each visit should set out to achieve a goal, and this line of questioning will help you explore the buyer's journey: awareness, consideration and decision.



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These questions are crafted to distill the customer's buying experience from the beginning when they recognized they had a problem that needed a solution to their final decision-making process after they've identified those solutions.

Can you describe the experience that made you realize you had a problem and you needed a solution?

What was the first step you took to finding a solution?

What solutions did you try first?

If your first solutions weren't helping you solve your problem effectively, where did they fall short in reaching your expectations?

How did you first discover our product?

Who were we competing against while you considered multiple solutions?

What were the most important factors or features you used to measure which solution was best for you?

Did you encounter any obstacles when you were trying to learn about our product?

Walk me through the steps you completed to purchase the product you chose.

How did you feel before purchasing this product?

How did you feel immediately after purchasing this product?

If you could change anything about the product in its current form, what would you change?

What do you expect from customer service after purchasing this product?

While there are many questions you could ask during a market visit, these 13 questions can be asked and answered in about 30 minutes. They also deliver high-value insights that can inform both your product marketing and product development. Finally, the questions can also give you insights into who your competitors are and how you stack up against them.

Need to understand the in's and out's of market visits? Check out our *Foundations* course ▶