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

| **Category** | **Sample questions** |
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| **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? |