

ROAR! V.P. Interview Questions

These questions will help discover key data for developing a compelling Value Proposition.

Interview Questions for Current Customers:

- What problems do we solve for you?
- What problems do we not solve for you?
- How do we perform better than our competitors?
- What do our competitors offer that we don't?

Interview Questions for Potential Customers:

(To be done via an objective "Market Survey")

- What are you looking for but cannot find in the market?
- What are the most important qualities you require in a provider?
- What do you like most about your current provider?
- What would excite you enough to make you change providers?

Interview Questions for Competitors:

(To be done in a stealth “secret shopper” manner)

- What is unique about your product?

- Why are you better than your competitor? (Replace “competitor” with you, of course.)

- What, if anything, is better about your competitor? (You’ll be surprised at the answers.)

Interview Questions for Your Marketing Personnel:

- What do you believe is our competitive advantage?

- What is most compelling about what we do or offer?

- What is the most unique aspect of our company?

Interview Questions for Your Sales Personnel:

- Why do our clients buy from you?
- What do we offer that is different from our competitors?
- What do you sell that is different than the company's other sales people?
- What makes our product/service difficult to sell?
- What was your most challenging sale that you won?
- What was your most challenging sale that you lost?

Interview Questions for Your Customer Service Personnel:

- What are the biggest complaints we receive from customers?

- What are the regular kudos we receive from customers?
- Tell me the story of the happiest customer you have had to deal with.
- Tell me the story of the unhappiest customer you have had to deal with.
- Which kinds of stories do you hear more often?
- Why do you think that is the case?
- What do you think we could offer that we don't?
- What do you think we are offering that is unnecessary?

Interview Questions for Your Management:

- Which customers are least profitable for us and why?
- Which customers are most profitable for us and why?
- Are there enough of the profitable ones in the market to support our growth objectives?
- What is our competitive advantage in the market?
- What do our competitors do better?
- What can we offer that would be expensive or impossible for our competitors to replicate?