

B2B segment profile interview questions

We've got a Segment Profile template available, but if you need a bit of inspiration when it comes to asking the right questions you're in the right place. Of course, not all of these will be appropriate or relevant, so it's up to you to pick, choose and gauge which are suitable for your market.

Remember: segmentation interviews are most effective when done over the phone or in-person and this will give you a chance to probe and explore areas outside of your predetermined set of questions.

Category	Sample questions
General	<ul style="list-style-type: none">• What's your current job title?• How did you end up where you are today?• How long have you held your current position for?• Have you always worked in this field?• Do you enjoy your job? If yes, what do you enjoy? If no, what don't you enjoy?• Do you see yourself in this field in the long-term?• What does a day in the life of you 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?

Job-to-be-done

- In your own words, how would you describe our product to a friend or colleague?
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- What products and services do you currently use to [insert job]?
 - When using this product, what are you ultimately trying to get done or accomplish?
 - Do you use multiple products at the same time? What are you trying to accomplish as you cobble together multiple products and services?
 - What is the final output you're seeking?
 - What are you trying to accomplish when you do that?
 - What do you need to plan for, or what decisions do you need to make, before you begin?
 - What was going on in your day/week that led you to look for our product?
 - Tell me about your worst experience when trying to get [the job] done?

Pains

- What are the main problems our product solves for you?
- What's the hardest part of your job?
- What do you think absorbs the most of your time?
- If you could change one thing about your current [insert something personal to their job/your product, i.e. 'your email automation platform'] what would it be?

Gains

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- What are your top three to five internal barriers?
 - What are your top three to five external barriers?
 - Are there any areas of our product you struggle to use more than others?
 - Which of the following do you hate the most, and which do you hate the least: wasting money, wasting time or investing too much effort?
 - What's one thing that frustrates you at least once a week?
 - What is keeping you up at night? What's the one thing you keep thinking about?
 - What's one mistake you made in the past year that you regret?
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- Which of these savings do you prefer the most, and which do you prefer the least: 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? 3 years?
 - What would success look like if you were able to leverage this product effectively?
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