

B2B pricing, willingness to pay, and feature preference customer interview 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?• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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?