

WISH LIST CLIENT INTERVIEW

Now that you know who your best clients are, you can start to create and refine your Unique Offering to match what your top clients want. Your offering must also be aligned with your mission, and your top strengths, but the greatest success comes when your biggest strength and your Unique Offering are in line with something that your Top Clients highly value.

The success you will experience in this program does not come from providing you with the best answers. It comes from asking better questions and showing you how to better define the problem. When you do this, the answers present themselves.

Step 1:

Reach out to your top 5 - 10 clients. Ask for a meeting to discuss **how you can serve them better.**

When you approach your clients from the standpoint of being of service to them, they will be much more likely to make time for you.

Step 2:

Meet with your clients, either in person, on the phone or via video call. If possible, record your meeting so that you don't have to worry about taking accurate notes. You can have the meeting transcribed later.

Ask the Following Questions. Some of the questions might need to be modified or skipped if they do not apply to the type of business that you have. And you might also come up with your own questions that are specific to the type of work that your company does.

Use the Wish List Interview Results Spreadsheet to compile your answers and analyze your results.

1. When working with a business like mine, what impresses you the most?
2. Can you tell me about an interaction that you have had with any business that made a big positive impression on you?
3. What has been the most impactful and/or positive part of your experience dealing with me/my company?
4. On a scale of 1 – 10, 1 = not at all and 10 = highly, how likely are you to recommend my company to a friend or colleague? Why?
5. What are your biggest complaints about businesses in my industry? What do you wish they would do differently? *(Note: using the words “my industry” vs. “us” makes it more likely that you will get an honest answer. Most people are too nice to complain about you directly to your face, but if you make it general instead of personal, you will get more information).*
6. If you could ask for anything and get it, what would it be? What do you wish we would offer?
7. What is your biggest challenge with _____ right now? (Taylor this question to your industry. For example, if you own a toy store, you could ask “what is your biggest challenge with purchasing toys right now?”)
8. If you could tweak the products or services my industry provides to better suit your needs, what would you change?
9. What is most confusing about my industry?

For Business to Business Companies:

10. What would need to change so you could finish work an hour earlier every day?
11. Where do you hope to be in five years? Ten? Twenty?
12. What is your chief complaint about your industry? Your clients? Other vendors?
13. What would make your life and business easier, better, and more profitable?

Step 3:

Compile the answers to your questions in the Wish List Interview Results Spreadsheet.

Answer the analysis questions at the bottom of the spreadsheet to find common themes and identify your unique opportunities.