



STARTUPS WITH NO CODE

With Eric Pannell

This guide is available on the [Startups With No Code](#) website created by Eric Pannell. Be sure to follow me on [Facebook](#), [Instagram](#), and [Twitter](#).

Be sure to download or print this out and use as a guide to validate your business idea to eliminate wasting time and money. Email me at eric@startupswithnocode.com let me know how it's going.

Feel free to share it using this link to help others: [CLICK HERE](#)

Customer Development Interview Scripts

Customer Development is considered a necessary evil for many people, for some it's a breeze.

It all depends on how you are with people. If you're a person that's accustomed to being around people all the time and enjoy it, customer development can be pretty easy.

If you're an introvert and being around people is like pulling teeth... then you will likely struggle a bit and need some help.

Believe it or not... some parts of me is an introvert.

Naturally, I struggled in the beginning in the space. So it's near and dear to my heart.

COOL BOOK: [The Introvert Entrepreneur: Amplify Your Strengths and Create Success on Your Own Terms](#)

If you're like me, I was looking for a "show me" guide or scripts. Well.... Today I have just that for you.

Check out the scripts I've put together for you below:

Let's set the stage here... You found someone to interview – you either have them on the phone or face-to-face...

Now what do you say? Keep reading I got you covered. I will break this up in steps

Breaking The Ice:

Make a little small talk.. talk about the weather, if they are wearing an interesting shirt, definitely a team you support or don't support.

Cover the "why am I here" thought in their head

Keep in mind.... As little as it may seem, you're literally taking up time in someone's day. People are busy so you will want to get straight to the point here (especially for people you just met).

Let them know why you're here and what you're looking for:

"Thank you again for your time today! I'm working on a project to help, (ex – people with kids with ADHD) to get more focus in their day. I don't have anything to sell you today, but could use your



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“expert” experience to validate the real problem. I don’t have anything to sell you, so keep the credit card away (chuckle). And I promise to only take about 10-15 minutes of your time.”

Here’s what you’ve established:

- You thanked them for their time
- You put them at ease because you’re not selling them anything.
- You postured them as the expert
- You displayed your cared about their situation

Not at all saying 100% of the time, but most times than not, people will have a clear picture of what you’re looking for and more than willing to help you by answering your questions.

Set the Tone Question:

The very first question you want to ask is what’s the biggest issue they face today with the problem you’re trying to validate.

“So I understand you have a son with ADHD who is 7, correct?” “What’s the biggest challenge you’re currently facing with this today?”

Benefits of this question:

- You displayed you’re listening because you acknowledged their son who is 7 has ADHD.
- The question is open-ended – so your reply will be more than yes or no
- You can compare the biggest problem their facing with your assumption problem.

Remember to always ask WHY? Keep drilling down by asking why which will help you get to the core of the problem and may even learn more than what you already knew

How are they dealing with this today?

Regardless if there is an existing solution or one that your target customer has rigged together on their own... people are always looking for solutions to their problems.

Some are easier than others but they will find a way.

“What are you doing today to overcome this challenge you’re facing”

Benefits of this question:

- Helps you identify competitors of your potential solution or service
- Helps you identify what they like and don’t like about the competitor
- Helps you identify how you can be different and better
- Overall helps you identify if they are actively looking for a solution

The Magic Wand Question

Here is where you can get a better understanding of what would make like easier for your target customer.

I really love this question and use it every time I do an interview....



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“If you had a magic wand and could create a product or service to better help you with your current situation, what would that look like?”

Remember.... You MUST ask why.. “why or how would this make life easier for you?” They will literally start talking about benefits features, etc.

This is a money question, and the benefits of it:

- The customer is literally telling you what they want
- You can easily match what you have to offer with that they are looking for.
- Takes the guessing out of what the customer is looking for.

The key lesson here....

Until you develop the confidence to start doing this on your use this guide... print it out, save it and use it.

This will be easier to use printed out in front of you on the phone but you will have to remember this when doing face-to-face interviews. Not a good look with a scripted form in front of you.

Success Tips:

- DO NOT start by telling the customer about your idea or product – focus on the problem
- Always ask why
- Keep the questions open-ended
- Keep your problem in your head to match their responses up against them
- Be open to learning more than you already “think” you know
- Rinse and repeat this process with about 100 people