

Interview Checklist

Keep this document close and make sure that you are ticking off key drivers in order to follow the framework.

Your interview should go:

10 Minutes - Chatting + Getting To Know the Prospect

20 Minutes - Interview (using pre-set questions)

15 Minutes - Gap finding and problem solving

Stage 1 - Know, Like & Trust

- Asked about family life, vacation plans, kids, how they are doing
- Introduce yourself (TALK ONLY HISTORY AT THIS STAGE NOT PRODUCT/SERVICE)
- Talk about a business, person or project you have been involved with in their sector
- Confirm process of interview:
- 'Before we start we will pause and then the recording will start'
- 'During the interview I will ask questions and we will keep it conversational'
- 'Remind them to use stories to explain things where possible'
- 'Remind you will say thank you for your time or close off the interview and then pause, this is just to stop the recording and not to stop the call.'
- 'Remind them there will be a debrief post interview.'

Stage 2 - The Interview

OKAY ITS TIME TO DIG FOR GOLD

Your interview should be free flowing, so we are keeping the checklist here simple. Use this as a guide to remind yourself to lean on key areas. These things will keep the content good and begin to trigger your brain to see problems. Make sure you cover as many as you can, it will set you up properly for the next steps.

- LISTEN (we know thats simple but don't talk unless its to follow on to more questions/sub questions of what you asked) i.e 'You just mentioned your teams growth, what has been the biggest challenge with that?'
- GUIDE - Use your pre-set questions to guide prospects into story based examples, this is more entertaining for your audience and people find it more relevant. We want stories, focus on stories, stories stories stories.
- TIME - Your goal is to find out how busy they are and what their time challenges have been. Are they running great time management? Do they think they can do it better? What do they think they could improve?
- TEAM - Team is often a bottleneck to scale for any founder. Replicating processes second nature to the person who started it is very difficult. Find out areas where they have tried to implement scale and

not succeeded. Find out what they think they need to do in order to complete this challenge and grow their company.

- MONEY - Its great having good time management and team, but the majority of businesses are undercapitalised. Do not ask for sensitive information but confirm things like whether they bootstrapped, how they managed getting off of the ground, what investment would they like to make in their company?
- EMOTION - As we are wrapping up, lean now into the hard parts of business. Ask about how they have had to adapt to their personal life/balance, the life they want to live and any stories around sacrifices they have made. The bigger the sacrifice, the bigger the emotion.
- DREAMS - Find out where they want to go. Your goal here is to really hone in on their ambition and have them discuss the business and plans.

They will want to talk about their company, but this is a CEO, Owner or executive series, so it's less a business promotion tool. Guide the interview where you want it to go.

Following the above, you should now know substantially about this persons journey and their plans for the future. You are primed and ready to begin fulfilling your duty of helping them achieve their dream outcome.

Remember, everyone is busy and not everyone is making a lot of money, therefore if they are busy working 24/7 yet not successful, there is a problem. Your goal is to find this problem, begin to understand the financial implications and you can do that with the following framework:

Stage 3 - Finding the GAP and transitioning to your control

We have researched and adapted key sales training tactics to formulate the following process. This follows a framework of questions, restatements and stories.

Post interview, it's important that this doesn't sound salesy too hard too soon. Remember, at this your time to sell the next step, the free next step, which is often a strategy session, sales meeting or meeting in the real world.

In any sales pipeline, at this stage your job is to listen and guide rather than start rattling on about what you do. DO NOT start pitching until they give you permission to discuss a problem solving experience around something that is clearly identified.

Clarifying Questions - Some examples, you can further expand.

- You mentioned X, tell me a little more about this.

Your 'X' should be a problem they have identified as something they are still working on or where they want to be

- Why is getting to X important to you?
- What do you think is going to stop you achieving this in the next 12 months?

What have you been doing to try to solve this challenge?

Why do you think that hasn't worked?

Label them with the problem

Make sure to restate their answers. I.e So you want to be at X, but the problem has been with Y is that correct?

Overview the past

So you have tried X and Y, but that didn't solve the problem is that what I am hearing. Is that correct?

Once you have completed these key areas, you can begin to head into the pitch. The important thing here is using relevant stories. You should have many versions of this lined up for usage by this point. We have a framework for the perfect 30 second story, check this out. If you have it, use it now.

Awesome. Do you want to hear how we have solved this exact challenge a number of times?

Pitch - Now its time to leverage your experience with stories to lean on the emotion and where they want to be. Here is a real life example:

Interviewee: "We have been struggling with cashflow, this holds back my ability to invest properly into sales and marketing that I know we need to do."

Host: "Of course, what I am hearing from this is that you want to invest in marketing and sales, you know what you want to invest in and its the cashflow that is holding you back. Just for clarification, is that because margins are too low or is that because your payment terms are causing challenges?"

Interviewee: "To be honest its more of a payment issue, supply chains and getting the cash we need on time to grow. I guess that could also be a margin challenge."

Host: "Of course, well just to let you know, you are not alone. This is a substantial challenge that a majority of businesses face. Its tough, you are great at what you do and you know how to expand, you are just under capitalized. Does that sound fair?"

Interviewee: "Right on the nose!"

Host: "Well, interestingly this reminds me of a client of mine who had a similar challenge. They had a huge deal pending but previous payment terms were causing challenges to cashflow the new project without causing massive strain on the accounts. With a simple process and positioning change with both old and the new project , we were able to begin unlocking this value and the project was one. By the time all settled, margins were up, terms were faster and we had the cash to expand further into new projects."

Interviewee: "But what if this project is on my doorstep right now?"

Host: We don't have too much time here, so would it be a terrible idea to have 30 minutes on this next Tuesday at 3pm or Wednesday at 4pm to go through what they did in depth and I'll guarantee you some insight that you can implement there and then.

Interviewee: No, that does not sound like a terrible idea. Let's do it!

Conclusion:

We hope that this has given you some insight. We are always happy to help with individual examples, so please send in requests to your campaign manager.

Good luck have fun and enjoy the conversation.