

The \$75M Question Set.

In this document, we are going to analyse building the perfect set of questions for your interview. First, let's re-align the goals for this 'first date' and make sure we are clear on the goal outcome.

Your #1 goal from the interview is to build know, like and trust with the prospect

Know like and trust is the back bone of B2B sales. The interview is the perfect way to introduce yourself in a subtle manner and we use stage 1 (getting to know) and stage 2 (the interview) as a process of fact finding but also as a process of connection and bond between two people. Over 8000 client episodes and hundreds of our own, it has rarely been the case that the interview hasn't gone 'well' from a rapport perspective but not all prospects turn into sales meetings. This is a mix of them still not being ready to trust your experience.

Your number #2 goal from the interview is to find the gap

What do we mean by this? Well for a more in depth discussion on it, check out our finding the gap course. In a short way of saying it, its the financial value of where they are right now and where they want to be. I.e someone is doing \$1M and they want to do \$2.5M, the gap is \$1.5M. Its your job to understand why they aren't there yet, get them to tell you why they aren't there yet and mould the conversation towards you being able to support them in this gap solving problem.

If marketing is the challenge, and you offer marketing support, in your post interview discussion, you would ask questions and tell stories that would build trust around the fact you might be able to help them. If the gap is big enough, it will be emotional, therefore with the right play, you will almost certainly peak interest in further discussion.

In easy terms, if you charge \$50K to solve a \$1.5M problem, this is an investment anyone would make. Your job is to guide the conversation to find these things out and you'll have them eating out of your palm.

Here is the fundamental process for finding the gap in the interview whilst also making it entertaining. You can follow the interview checklist for more in depth views on how to conduct the flow and what to listen for.

Part 1: The Story

In this part of the interview, you want to be asking questions that set the scene of their past:

- Give us an introduction to your company and the problems you solve?
- What was your path to running your own business or becoming a CEO?
- What has been the hardest thing you've been through and how did you overcome it?
- What have your biggest learnings been as an employer since you began in business?
- What would you do differently if you started over?
- One of the biggest things for most CEO's/Owners is the whole reality vs expectation of running a company. Can you think of a time this really hit home and what you have learned in this process?

It is important to understand that this is a base line and you should ad-lib where necessary. Ask them to expand, talk more about something that peaks your interest and tell more stories.

Part 2: The Future + Ambition

- Where do you want to be in 5 years?
- If we gave you \$5M to build a company that would dominate your industry, what would be the first thing you did with it?
- What is your daily routine and what works best for you?
- Why are you working so hard?
- What would achieving your ambitions mean to you?
- How do you think A.I will change your industry?
- Do you think the 2024 economic calendar will create challenges for you/what are you doing to prepare?
- What is your number one focus in your business right now?

Part 3 (BONUS - Please filter in this type of question in different areas). You can get very specific depending on industry.

- Are there any key lessons you have learned when managing finance (marketing/deliver/sales/anything) and what do you expect you will need to expand on as the business grows?

Closing questions:

Give them some opportunity to talk about their business again.

- How can people find out more about you?
- What problems do people have that you can help with right now?

The Conversation Store will happily provide an in depth question build conversation session with you. You just need to reach out to lauramahler@avalanche-enterprise.com to schedule this in.