

I'm going to use **Biglytics** as the name of the company that we are interviewing.
I'm going to use "**our product**" for the product or service you sell.

Part 1: Personal & Company Background

- Introduce yourself- What is your name and title?
- What does **Biglytics** do?
- What were you doing before you joined **Biglytics**?
- How has the **Biglytics** changed since you first joined?
- What does a typical day to day looks like at **Biglytics**?
- Where do you see **Biglytics** in 10 years? (High level answer)

Challenges They Needed to Overcome

- Tell me a little bit about what you had been using before you tried "**our product**"?
- Did your team like the previous "**product**"? (If there is)
- How was your day to day before you use "**our product**"? (If they didn't have anything before)
- Tell me about some of the specific challenges that you and your team had as a "interviewer role"?
 - Name specific challenges
 - Ask a follow up question on each one of the challenge.
- What were the key metrics that needed to be fixed? How were they measured?
- How was the relationship between teams?
- When did you realize you had to change how you did things?

Part 2: Why They Chose your Product and How They're Using It

- Why did you find "**our product**" to be right choice for your business
- What was the main reason you decided to try "**our product**"?
 - Talk about your sales/services people
 - Try to find the thing that make them interested in your product.
- How has "**our team**" helped ensure your success?
- How is it helping you overcome previous challenges?
 - Talk about the problems that you solve.
 - Follow up on the challenges at the beginning.
- How is "**our product**" different than other "**products**" you've used in the past?
- What are some of your favorite features of "**our product**"?

- How do they make your job easier?
- How do they make you more effective in your role?
- What are the benefits of having sales and marketing on the same platform?

Part 3: Results

- How quickly did “**our product**” make an impact on your business?
- What results have you seen since using “**our product**”?
- What would you tell someone who is using a “**different product**” today to try to convince them to use “**our product**”?
- What would you tell someone who is using a “**different product**” to convince them that it’s worth making the switch?
- How do you think your life will be if you didn’t use “**our product**”?
- Why do you love “our product”?

Always ask the questions more than once and have them repeat the question in the answer if possible. When you are editing this will help you know what they are talking about after you cut out your own voice.

Example: What did you eat for breakfast this morning? For breakfast I had Captain Crunch.

Make your interviewee feel comfortable. Joke with them first, assure them they are gonna do great.

Remind your interviewer to answer using the name of your company/product/service and theirs

Example: At **Biglytics** we decided that **HubSpot** was the right tool for us.