

THE REVENUE INTERVIEW TEMPLATE

Select and complete questions from the interview script that align with your hypothesis to assess willingness to pay for your value proposition.

Experiment

Interviewer

We believe that...

Your hypothesis

Interview Script	Your questions
<p>5' Welcome and Context</p> <p><i>Choose the questions that are relevant to your context.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Hello, my name is [...]. <input type="checkbox"/> These are my colleagues. They are here because [role]. <input type="checkbox"/> I'm here to understand your purchase preferences around [topic]. <input type="checkbox"/> We'll use the insights for [...]. <input type="checkbox"/> Do we have your permission for [record/take notes/...]? <input type="checkbox"/> Tell me how you currently solve problems around [topic]. 	
<p>5' Current Purchase Behavior</p> <p><i>Choose 3 questions to explore current purchase behavior.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Describe the last time you bought [similar product]. <input type="checkbox"/> What steps did you take from decision to purchase? <input type="checkbox"/> What factors did you consider when purchasing [...]? <input type="checkbox"/> Who was involved in the decision-making process? <input type="checkbox"/> How much do you usually pay for [...]? <input type="checkbox"/> What is your typical budget for products in this category? 	
<p>10' Value Perception & Willingness to Pay</p> <p><i>Choose 3 questions to explore value perception and willingness to pay.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> What would that benefit/gain be worth to you? <input type="checkbox"/> What factors would prompt you to switch to [...]? Why? <input type="checkbox"/> Does it feel like something you'd pay for? <input type="checkbox"/> Would you be willing to pay a reduced fee to try it? <input type="checkbox"/> What would make you feel secure in investing in this? <input type="checkbox"/> How important are trial periods in your decision? 	
<p>10' Revenue Options & Pricing Sensitivity</p> <p><i>Choose 3 questions to test revenue options and pricing sensitivity.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Which pricing model do you expect for [...]? Why? <input type="checkbox"/> Fixed price or variable price based on demand? <input type="checkbox"/> At what price would [...] be too cheap to trust its quality? <input type="checkbox"/> What price would you consider [...] a bargain? <input type="checkbox"/> What price makes [...] feel expensive yet worthwhile? <input type="checkbox"/> At what price would [...] be too expensive? Why? 	
<p>5' Debrief and Wrap-up</p> <p><i>Choose questions to debrief and to thank the customer.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> What features would justify a higher price for you? <input type="checkbox"/> What trade-offs would you accept if the price was lower? <input type="checkbox"/> What's the one question I didn't ask but should have? <input type="checkbox"/> Would you be open to us reaching out again? <input type="checkbox"/> Do you know anyone else with similar challenges? <input type="checkbox"/> I appreciate your time and honest feedback around [...]. 	