

03 who buys

Print or fill in.

Form 03: who buys and what they ask

Best answered by: the owner, or whoever talks to {{CUSTOMER_WORD}}s most **Time:** 30 minutes **Fills:**

company/customers.md , sales/how-inquiries-arrive.md , sales/objections.md , sales/follow-up.md , service/common-questions.md

Write what people actually say, in their words. Do not tidy it into business language. The exact phrasing is what makes these answers usable.

Completed by: _____ · Date: _____

Who they are

Describe your typical {{CUSTOMER_WORD}}. Real description, not a demographic bracket.

Do you have distinct types? Most businesses have two or three that behave differently.

Type 1

Who they are: What they care about most: What they worry about: How they find you: Typical value:

Type 2

Who they are: What they care about most: What they worry about: How they find you: Typical value:

Type 3

Who they are: What they care about most: What they worry about: How they find you: Typical value:

Your best {{CUSTOMER_WORD}}

Not the biggest. The one you would take ten more of. What makes them good?

Your worst

The kind that costs more than they pay, in money or patience. What is the early warning sign?

Why do they choose you?

What do they actually say? If you do not know, say so. It is the best question to ask the next five people who buy.

Why do they leave?

How they reach you

How they get in touch	Rough share	Who handles it	How fast you reply

What do you need to know before you can usefully respond?

What are the first two or three questions you ask?

What do you not respond to at all, and how do you tell?

Where do enquiries get lost? Voicemail nobody checks, a form going to an old address, a platform nobody logs into.

What they push back on

Write the objection in their words, then what they are really asking underneath it.

They say: " What they really mean: How you answer: Does it work:

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Following up

After you send a quote and hear nothing, what do you do? "Nothing" is a common and honest answer.

After a {{THE_WORK}} is finished, does anyone check in? When, and what do you ask?

Do you contact people who used you once and never came back?

At what point do you stop chasing?

Where does a pending quote live so it is not forgotten?

Questions you get constantly

Write them the way people ask them.

Before they buy:

1. "

2. "

3. "

4. "

5. "

While the work is happening:

1. "

2. "

After it is finished:

1. "

2. "

The awkward ones

Questions you would rather not be asked, and your honest answer.