



Neighborhood Night Key Questions

Neighborhood night is most effective when the Q&A directly ties to what you want and need to learn from customers. Think through the top three questions you want answered by your audience during 10 mins of Q&A. Your facilitator will use these questions to help guide that discussion.

Please hand this in before the end of the session.

Entrepreneur Name(s): _____

Business Name: _____

Circle and priority rank three questions you would like your facilitator to ask customers next week:

1. If you could change one thing about this product/service, what would it be?
2. What do you think are the most important features of this product/service?
3. If you already purchase similar products/services, where/what do you buy today? What do you like about what you buy now? What don't you like about what you buy today?
4. Would you be willing to pay the price the entrepreneur suggested for this product/service? Do you think the suggested price structure is reasonable?
5. How does the price the entrepreneur is suggesting compare to what you have paid before/what competitors offer?
6. How would you prefer to learn more about this product/service moving forward – best channels to reach you to make you aware?
7. What attracts you to this product/service? What do you like most? What is unclear/needs to be clarified?
8. What would encourage you to try this product/service for the first time?
9. If you buy similar products/services today, what encourages you to remain a loyal customer?
10. If you were to buy this product/service, what expectations would it need to meet to continue to win your business?
11. Write your own: _____
12. Write your own: _____
13. Write your own: _____

