



Customer Discovery & Validation

Process

Don't sell

Ask questions

Understand the pain

Understand ways they currently
try to solve the pain

Understand why current
methods aren't awesome

Ask Appropriate Questions

Closed vs Open

Fall In Love with the Pain & Problem

Economic
Time
Opportunity
Annoyance
Physical
Sexual
Emotional
Resource

Ask Open Ended Questions

Tell me a time when....
What do you like the most...
What don't you like the most?
Share with me a time when....
Tell me more...

Practice

Tell me a time when....

What do you like the most...

What don't you like the most?

Share with me a time when....

Tell me more...

Ask Open Ended Questions

Tell me a time when....
What do you like the most...
What don't you like the most?
Share with me a time when....
Tell me more...

On Pricing

Tell me 2 numbers....

First, what's the price you'd pay right now, no questions to get [value propositions....]

Wait for response

Second, what's another price you would pay but it would make you second guess it getting approval would be complicated and not worth you

Closing Questions

What else should I know that we haven't discussed?

What's the best way to get in contact with you if I have more questions?

Who else should I talk to about this?

Resources

Twitter

LinkedIn

LinkedIn Sales Navigator
(Chrome plugin)

[Danieljohnsen.com/StartupWeekendRuhr2019](https://danieljohnsen.com/StartupWeekendRuhr2019)

To Do List

- 1015 Coaches Intro
- Write down your problem
- Write down opening
- Create 5 open ended questions
- Find people where they are
- Contact 50+ people
- Reach out globally via social media
- Schedule mentor hours
- 3PM Mentors/Coaches
- 6PM Dinner