OVERVIEW

Market Interview Plan

Diagnose the situation, choose a target and capture the first insight.

CLIENT / ACCOUNT	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to ask prospective buyers about behavior rather than opinions. Leave with a ten-interview research plan that can be tested in real, buyer-respectful work.

WHY THIS MATTERS

Start with client interviews, sales performance data and coach discovery notes. Watch for asking leading questions that flatter the offer. Review completed buyer interviews as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Buyer fit		
02 Problem clarity		
03 Proof quality		
04 Differentiation		
05 Message recall		
06 Commercial relevance		

QUICK REFLECTION

Which dimension is the best starting point for this focus: ask prospective buyers about behavior rather than opinions?

DEEP WORK I

Market Interview Plan

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review client interviews, sales performance data and coach discovery notes. What observed moment shows the need to ask prospective buyers about behavior rather than opinions?

02 What did the buyer, seller or sponsor actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to ask prospective buyers about behavior rather than opinions, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: What did the buyer do before they searched for help?

06 How could you replace asking leading questions that flatter the offer with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Market Interview Plan

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a ten-interview research plan contain to help the user ask prospective buyers about behavior rather than opinions? Name the first two decisions it supports.

08 Where might asking leading questions that flatter the offer show up? How will you notice it and adjust before a client or buyer is affected?

SCRIPT LAB

Complete five rows while building a ten-interview research plan. Use only approved, non-sensitive examples.

MOMENT	WORDS TO TRY	BUYER RESPONSE	REVISION
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: What did the buyer do before they searched for help? Check: completed buyer interviews.

ACTION PLAN

Market Interview Plan

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from client interviews, sales performance data and coach discovery notes.	
02 BUILD	Draft a ten-interview research plan using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, permissioned buyer or client interaction.	
05 ADAPT	Review completed buyer interviews and change one thing.	

SUCCESS METRIC

Leading signal: completed buyer interviews. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Market Interview Plan

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a ten-interview research plan to ask prospective buyers about behavior rather than opinions.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE BUYER OR CLIENT'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep buyer and client data private. No results are guaranteed.