



Pragmatic Product Chat

We'll be starting soon ...

- Turn on your video if you can
- Please display your name on screen
GO TO: Participants > Hover over your label > Rename
- Find the 'raise hand' button and other tools in Participants (We'll use these later)
- Ask questions in the chat window

Brought to you by the PAC



#AskthePAC

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MARKET-DRIVEN BUSINESS

marketdriven.business | contact@marketdriven.business | 303-481-2876

NIHITO Interview Like A Pro

Presented by

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Quick Reminder

According to Pragmatic Institute,
what is NIHITO?

Key Point

Smart teams aren't just ready to learn from their buyers.

Smart teams *already know* their buyers.

What is the process?

NIHITO Research

Interviews with buyers using open-ended questions.

NIHITO Analysis

Parsing of the information pulled from the phone interviews to find themes and patterns.

NIHITO Reporting and Feedback

The results are presented and used to better know your markets, improve processes or products.

What are NIHITO interviews really good for?

Use NIHITO interviews when you want to discover new things about your market:

- Discovering new market problems
- Contextualizing big data
- Staying on top of changing markets
- Obtaining competitive intelligence
- Understanding trusted sources
- Feeding personas
- Driving change

What are NIHITO interviews not so good for?

VALIDATION

When is the best time to do NIHITO interviews?

ALL THE TIME

Obtain Operational Buy-In Early

Market-Driven Business Pro Tip:

Tie your research to the strategic business goals of different folks in your organization.

This will help keep them engaged with the process.

Before We Start

Think of something you
want to **learn** from your
market.

Do these sound familiar?

- At my company, the loudest voice wins.
- We do these things because we have always done these things.
- We don't have time for market research.
- Our engineers have great ideas, our job is to push them to market.
- My job is to follow orders.
- I want to know if anyone, anywhere, wants to buy my idea.

Why do our buyers buy from us?

What have you heard from:

- Sales
- Marketing
- Development
- Support
- Leadership

Truth

“Your opinion,
although interesting,
is irrelevant.”

Pragmatic Institute *Foundations*

Truth

The only thing that matters
is what your market thinks.

Truth

Your buyers know more
than your leaders, sales and tech
team do about
why product is bought.

Forget What You Think You Know

- There are no facts, answers or truths inside of your office or head.
- When someone has an idea, challenge each other to prove it.
- Information from the outside-in will inform your perspective.
- The 'truth' in business changes.
- How do you know someone wants your solution if you've never asked?

Know What Your Buyers Know

Use NIHITO interviews as
your primary discovery tool.

But We Don't Have Time To Do All This

Neither does anyone else.

And Yet...

The only way to learn from your customers is to reach out and listen to them:

- Habitually
- With frequency
- In an open format



Imagine If...

“Think about each thing you learn instantly becoming a part of your business model so that any problems or shortcomings never happen again.”

Sandeep De – Product Leader

Interview Like a Pro Step 1

Set a clear, concise, deliberate,
specific

RESEARCH OBJECTIVE

Sample Research Objectives

WE WANT TO...

- Better understand our product-market fit
- Find new market problems that our organization can solve
- Refine our personas
- Better understand our buyer's purchase-decision process
- Better understand our marketing channel effectiveness
- Better understand our sales process
- Better understand our place in the competitive mix
- Discover whether anyone, anywhere, wants to buy our idea

Interview Like a Pro Step 2

Decide topics will help you reach your research objective by defining your

LINES OF QUESTIONING

Sample Lines of Questioning

WE WILL REACH OUR OBJECTIVE BY ASKING ABOUT:

- Initiatives and drivers of solution-seeking
- Buying process
- Communications effectiveness
- Competitive comparisons and mix
- Product
- Corporate perception
- Miscellaneous

Interview Like a Pro Step 3

Flesh out your lines of questioning
with open-ended

INTERVIEW QUESTIONS

Sample Interview Questions

THE FOLLOWING OPEN-ENDED QUESTIONS WILL HELP US REACH OUR RESEARCH OBJECTIVES:

- What business or team problem(s) were you attempting to solve when you decided to meet with us?
- What other vendors and or approaches to solving this problem did you consider?
- How did you learn about us as a possible solution to your problem?
- What did you like or not like about our product offering?
- How would you describe the overall buying experience?
- Why? Why? Why? Until they cry.

Interview Like a Pro Step 4

We can't speak with everyone.
Let's define your

INTERVIEW TARGETS

Targets for Consideration

HERE ARE THE TARGETS THAT WILL HELP US REACH OUR RESEARCH OBJECTIVES:

Buyers, influencers, and/or users who...

- Work at a company of X size
- Use this specific product line(s)
- Have recently said no
- Have recently said yes

Demo Interview

Take notes during the interview:

- Main points per line of questioning
- “Pull quotes” for each line of questioning



Hold On To Every Bit of Data

Record your calls for
transcription

And pay for
transcription, too



Finally

TELL
ANYONE WHO WILL LISTEN
WHAT YOU HAVE LEARNED



Pragmatic Product Chat

June 30
1:30 ET

NEXT WEEK:

Outside-in Collaboration:

Improve Team Partnerships and Build Better Solutions

DR. KENYA ODUOR,
MANAGING DIRECTOR OF LEAN GEEKS

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