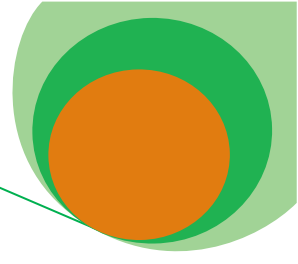


# Sery Content Development

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## Case Study Interview Questions for the Business

Explain to me why you're in business; what's the driving force behind what you do?

Tell me about yourself (or your business) and briefly who you are and how you operate.

How did you find the client, or how did the client find you?

What issues were they having?

How did you know how to handle the problem they were facing?

Were there any alternatives you were considering?

Were there any deal breakers that could have come up?

How did the selling process go? Were there any points of friction?

What would you have changed about it, if anything at all?

How long have you been offering the service or product?

What would you say has been the biggest benefit from the product or service?

How easy was the implementation process? Were there hurdles for this client?

Describe how the product, or the service, works?

Describe how the product, or the service, works for this particular client (if different from intended)?

Has the client seen improved productivity, profit, or reduced expenses (that you know of?)