

Customer Discovery Questionnaire

B2B Leads

Company Name

Contact Name

Role/Title

Email Address

Phone Number

Company Overview

What industry is your company in?

Company Size

Discovery Questions

What is the biggest challenge your company is currently facing in your area of work?

What solutions have you tried in the past to address this challenge?

How do you usually make decisions regarding new products/services?

Who are the main stakeholders involved in such decisions?

Is there a budget allocated for solving this challenge?

What is your timeline for implementing a new solution?

Any other comments?