

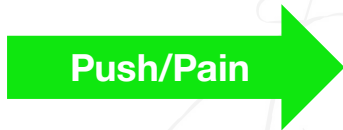
The Four Forces

①

A. _____

B. _____

C. _____



②

A. _____

B. _____

C. _____



③

A. _____

B. _____

C. _____

FACTORS THAT CAUSE INERTIA

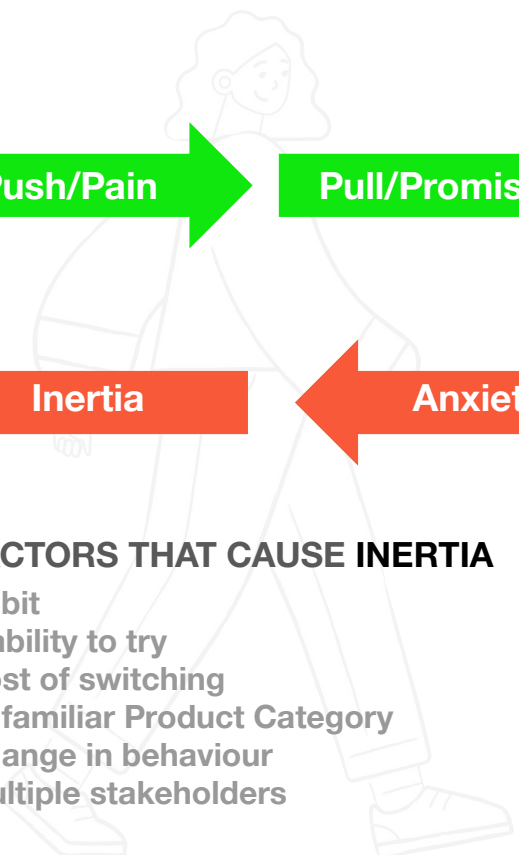
- Habit
- Inability to try
- Cost of switching
- Unfamiliar Product Category
- Change in behaviour
- Multiple stakeholders

④

A. _____

B. _____

C. _____



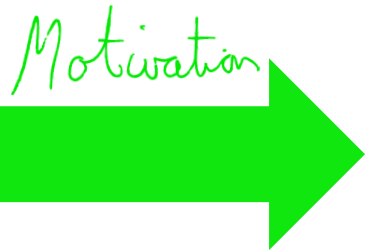
Let's make this real:
Getting insights



Switch From

Pain of the current moment

- What do prospects struggle with?
- What are their unmet needs?



What to ask/What to listen for

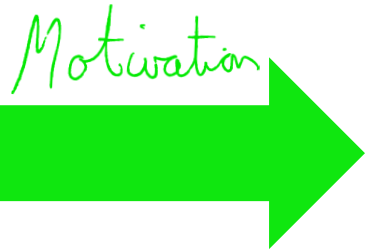
- Take me back to when you first thought of buying something like this?
 - *Listen for obvious JTBD and needs*
- What made you buy at this moment?
 - *Listen for the trigger, what changed in their situation?*

Let's make this real:
Getting insights

2 Switch From

Pain of the current moment

- What do they *think* they are trying to achieve?
- What will you *allow* them to do?



What to ask/What to listen for

- What were you trying to achieve? (through buying this product)
 - *Listen for the ultimate goal (social or emotional) Hint: it's not about your product, features or benefits*
- Describe the transformation you expect from this product
 - *Listen for outcomes/success criteria*

Let's make this real:
Getting insights

3 Anxiety

Anxiety of the year

- What mental tradeoffs are they making?
- What about you/your product give creates uncertainty?

Friction



What to ask/What to listen for

- Tell me the story of buying this product?
 - *Listen for anxieties, comprehension issues, emotional decisions*
- What worried you about the other solutions or ours?
 - *Listen for the success criteria and anxieties*

Let's make this real: Getting insights

Inertia

Habit of the present

- What allegiances to the old way do they have?
- What's keeping them from progressing?

Friction



What to ask/What to listen for

- How long had you been thinking about this purchase?/What took so long?
 - *Listen for factors of inertia, what complicating issues were there?*
- Describe how hard it was replacing the old way of doing things?
 - *Listens for Social/Emotional inertia what was hard to deal with?*