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Qualifying questions (industry)

Who or what is it?

Use the following list of questions to qualify the right fit for your ICPs.

- Who is your main client base?
- Which industry are they in?
- What's their staff size?
- What's their team or department size?
- How long have they been in business?
- Are they located in the same areas as your ideal customers?
- What's their ideal use case?
- What other services do they use regularly?
- What would automatically make them a BAD fit for your product or service?
- How well do they match your ideal customer profile?



Qualifying questions (needs)

What are their ages, socio-economic status and where do they live?

Use the following list of questions to qualify the right fit for your ICPs.

- How did they hear about you?
- What are the top challenges their team or company is currently facing?
- What are the top challenges your brand is currently facing?
- What are the results they want to achieve and how do they want to achieve them?
- When would they like to achieve these results?
- How would achieving these results benefit their team and company?
- What would the consequences be if they didn't solve these issues?
- What motivated them to search for a solution now?
- If they're not currently searching for a solution: why not?
- Which features are must-have versus nice-to-have?
- Why do they need these particular features?



Qualifying questions (budget)

What gets in the way of unachieved outcomes?

Use the following list of questions to qualify the right fit for your ICPs.

- Who oversees the budget?
- Do they currently have a contract with another company?
 - If so: when is it up for renewal?
 - Is there a cancellation fee?
- How much have they spent on similar solutions?
- How much do they have budgeted now?
- Have they ever needed to invest in a solution that was outside of the original budget?
 - If so: what was the budget allocation process like in that case?



Qualifying questions (competition)

What is their budget and ideal price range?

Use the following list of questions to qualify the right fit for your ICPs.

- What has worked and hasn't worked with their current solution?
- What were the deciding factors that made them choose that particular solution?
- How does your solution compare to your competitor?
- Are they considering building their own solution?



Qualifying questions (closing)

How do they move from point A to point buyer?

Use the following list of questions to qualify the right fit for your ICPs.

- What are all the steps they have to take to help make this deal happen?
- Are there any obstacles that could prevent this deal from happening?
- Do you think your solution is a good fit for their needs?
 - Why?



Unfulfilled Desires (Jobs)

Unfulfilled desires are the things your client needs to get done in their work (or in their life). This could be the tasks they are trying to perform and complete, or the problems they are trying to solve (or the needs they are trying to satisfy).

Use the following list of trigger questions to help you think of different potential unfulfilled desires for clients.

- What is one thing your client could not live without accomplishing?
 - What are the stepping stones that could help your client achieve this key job?
- What are the different contexts that your customers might be in?
 - How do their activities and goals change depending on these different contexts?
- What does your client need to accomplish that involves interaction with others?
- What tasks are your clients trying to perform in their work or personal life?
 - What functional problems are your clients trying to solve?
- Are there problems that you think clients have that they may not even be aware of?
- What emotional needs are your customers trying to solve?
 - What jobs, if completed, would give your client a sense of satisfaction?
- How does your client want to feel?
 - Why does your client need to feel this way?



Unresolved Problems (Pains)

Unresolved pains describe anything that prevents your customers from fulfilling a desire. Pains also describe risks, such as potential outcomes, related to getting a job done badly (or not at all).

Use the following list of trigger questions to help you think of different potential unresolved problems for clients.

- How do your clients define too costly?
 - Does it take a lot of time or cost too much or require substantial efforts?
- What makes your client feel bad?
 - What are their frustrations or annoyances?
 - What gives them a headache?
- How are current value propositions under-performing for your clients?
 - Which features are missing?
 - Are there performance issues that annoy them?
- What are the main difficulties and challenges your clients encounter on a daily basis or sometimes hourly basis?
 - Do they understand how things work?
 - Do they have difficulties getting certain things done?
 - Do they resist particular jobs for specific reasons?
- What negative social consequences do your clients fear?
 - Are they afraid of loss of face or power or trust or status?
- What risks do your clients fear?
 - Are they afraid of financial or social or technical risks or what could go wrong?
- What keeps your clients awake at night?
 - What are their big issues or concerns or worries?
- What common mistakes do your clients make?
 - Are they using a solution the wrong way?
- What barriers keep your clients from adopting a value proposition?
 - Are there upfront costs or a steep learning curve?
 - What other obstacles are preventing adoption?



Unresolved Problem relievers

Problem relievers describe exactly how your products or services alleviate specific client pains. It explicitly outlines how you intend to eliminate or reduce the things that annoy your clients before, during and after the job they are trying to complete (and what gets in the way of doing so).

Use the following list of trigger questions to ask yourself: could your products and services...

- Produce savings?
 - In terms of time or money or efforts?
- Make your clients feel better?
 - By killing frustrations or annoyances or other things that give clients headaches?
- Fix under-performing solutions?
 - By introducing new features or delivering better quality?
- Put an end to difficulties or challenges your clients are facing?
 - By making things easier or eliminating obstacles?
- Wipe out negative social consequences your clients encounter or fear?
 - In terms of loss of face or lost power or trust or status?
- Eliminate risks your clients fear?
 - In terms of financial or social or technical or things that could go wrong?
- Help your clients sleep better at night?
 - By addressing significant issues or diminishing concerns or eliminating worries?
- Limit or eradicate common mistakes your clients make?
 - By helping them use a solution the right way?
- Eliminate barriers that keep your clients from adopting a value proposition?
 - Introducing lower or no upfront investment costs or offering a flatter learning curve or eliminating other obstacles preventing adoption?



Unachieved Outcome creators

Outcome creators describe how your products or services create client gains. It explicitly outlines how you intend to produce desirable outcomes that your client expects, or has not achieved, based on functional and emotional gains.

Use the following list of trigger questions to ask yourself: could your products and services...

- Create savings that please your clients?
 - In terms of time or money or efforts.
- Produce outcomes your clients expect or that exceeds their expectations?
 - By offering quality levels or more of something (or less of something).
- Outperform current value propositions and delight your clients?
 - Regarding specific features or performance or quality.
- Make life or work easier for your clients?
 - By offering better usability or accessibility or more services or lower cost of ownership.
- Create positive social consequences?
 - By making them look good or producing an increase in power or status?
- Do something specific that clients are looking for.
 - In terms of good design or guarantees or more features?
- Fulfill a desire your clients dream about.
 - By helping them achieve their aspirations or getting relief from hardship?
- Produce positive outcomes matching your client success and failure criteria?
 - In terms of better performance or lower cost.
- Help make adoption easier?
 - Through lower costs or fewer investments or lower risk or better quality or improved performance or better design.