

# Stakeholder Interviews

Align Your Buyer Insights Program to the Unique Needs of Your Business and Stakeholders



With TruVoice, you'll receive continuous insights about your product, positioning, sales execution, and other criteria that influence buying decisions.

But turning these insights into meaningful actions that drive revenue growth can only be done when the right insights are shared with the right stakeholders.

What if you could align your program and share insights based on each stakeholder's unique needs?

By conducting key stakeholder interviews, you can gain a deep understanding of what your stakeholders care about, orient your program to address their needs, and deliver relevant insights that drive action.

As you prepare your program, conduct initial interviews with key stakeholders. You can also conduct additional interviews quarterly, bi-annually, or annually to ensure you're always aligned to your stakeholders needs.

## Conducting Stakeholder Interviews

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Use these questions to help guide your stakeholder interviews:

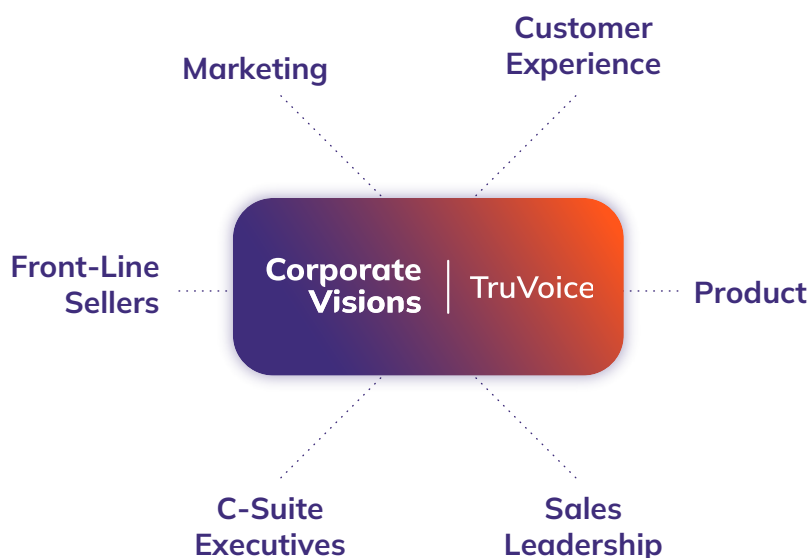
**"If you were suddenly able to understand the rationale behind why your customers buy our solution vs the competition..."**

- 1 What hypotheses would you seek to validate? Why/why now?
- 2 What current initiatives would you hope this would inform?
- 3 Which metrics would you expect it to impact?
- 4 How would you like to consume the insights?

## Who to Consider

Your buyer insights can be used to deliver exponential value to all your cross-functional stakeholders, including:

- C-Level
- Sales Leadership
- Sales Enablement
- Customer Success
- Product
- Marketing



## Drive Continuous Impact

As you collect buyer feedback and deliver insights, your stakeholders will start asking you questions based on evolving needs and new insight in what your buyers care about. It's important to translate surface-level questions to get to the root of what your stakeholder is really asking.



**Ready to Get Started?**

Talk with Your Customer Success Manager Today!