

### Personal Characteristics

1. Can you tell me something about yourself? (hobbies, passion, living situation, age, education, characteristics)
2. Is it right that your job title is ...?
3. Which skills do you need for your role?
4. What type of knowledge is useful for that role and what tools do you use?

### Company

1. In which sector(s) is your company active?
2. How big is your organization? In employees or revenue?

### Goals

5. Can you tell me something about your responsibilities within the organization?
6. When would you feel successful at your job? When you've reached what goal?

### Challenges

7. What are your biggest challenges in your daily work?
8. What would help you to solve these challenges (quicker)?
9. Which needs do you have that would make your role easier?

### Information sources

3. How do you find relevant information for your role?
4. Do you read trade journals, blogs or newsletters? If so, which?
5. Are you a member of any networks or do you visit network events? If so, which?

### Purchase characteristics

6. In which way do you prefer to contact business relations? (By phone, email, face-to-face or online: teams/zoom)
7. Do you use Google to search for service providers or specific products? If so, how do you search and what do you look for? (Long or short search queries, clicking on advertisements yes or no, etc.)
8. Can you describe a recent (business) purchase? Why did you consider the purchase? What did the consideration look like? How did you decide to proceed with the purchase?

### Beïnvloeden

9. Who or what influences your business decisions? Possible answers: Family, business partners, coach, network, gut feeling
10. Is that so for every choice or mostly for important / strategic choices or investments?