# RISE25

# **Rise25 Feedback Phone Script Sample**

**Goal:** Get real world feedback on the program, product or service you are offering from actual prospective customers. Feedback is critical to creating what customers actually want and will pay for. You will get huge breakthroughs from your customers and they will help you co create your offering and some will turn into buyers.

First off, catch up a bit and ask what they are up to lately.

When you transition to your project...

1.  Thank you so much because I really value your opinion and wanted to get your help and take on this raw idea as I am shaping it.

2.  Here is the result I want to help people get...

The people I want to serve are... (describe your ideal customer)

Get direct feedback on the potential OUTLINE of Program--
If I were trying to solve-- (describe the pain) ---

How would I fully help you solve that problem? (assuming you are talking to a potential customer)

***write down the EXACT words they use because these are golden**

(After they answer then ask...what else? And then ask what else?  Until they run out of answers


**Alternative questions could be....**

What are the  Biggest challenges you experience with that problem?

What is getting in the way of solving that?

. What would a program like that include?

**At the very end....**

Summarize and  Repeat what they say and include what you previously thought...and say is that right? Anything else that I am missing?

Once you repeat everything back and ask..what would pricepoint be for something like that?

Who do you think is best fit for a program like this

Who else do you recommend I talk to about this that actually has this pain so I can get more feedback?

Conclusion..do you mind if I follow up to tell you what I discover from the other calls?

Of course send follow up thank you email.