

# THE STARTUP SELLING CUSTOMER TESTIMONIAL QUESTION GUIDE

1. Why did you decide to work with [BUSINESS]?

2. What were some challenges your business faced that lead you to get [BUSINESS]'S help?

3. What impact has working with [BUSINESS] made on your business?

4. Would you mind sharing an example of one of those impacts?

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5. What are you most excited about in working with [BUSINESS]?

6. If someone was on the fence about whether or not to work with [BUSINESS], what advice would you give them to help them jump onboard?

7. What growth has your business seen in the last 30 (or 60 or 90) days by getting [BUSINESS] help?