

The 15 Ultimate B2B Video Testimonial Interview Questions

15 battle-tested questions we've used in
over 200 B2B video testimonial interviews.

testimonialhero

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{CUSTOMER} = Insert the name of your customer's brand here.

{COMPANY} = Insert the name of your own brand here.

Intro & Context:

1. Please introduce yourself, who are you, and what do you do?
2. What is **{CUSTOMER}**? Who do you help?
3. Before **{COMPANY}**, what was the challenge you had? Why was it an issue?
4. Ultimately, why did you select **{COMPANY}**? What drove your decision?

Results & Benefits:

5. And what have the results been?
6. What is the number one biggest benefit of **{COMPANY}**?
7. Can you share a story or example illustrating this?
8. Do you have any data or stats that you can share that speak to these results?
9. What's your favorite thing about **{COMPANY}**?
10. And for context, how do you and your team functionally use **{COMPANY}**?
11. Without **{COMPANY}**, what would have been so much harder?
12. What tips would you share for others in your role to get the most out of **{COMPANY}**?

Conclusion & CTA

13. What makes **{COMPANY}** different from other solutions out there?
14. What would you tell someone who was evaluating **{COMPANY}** right now?
15. Would you recommend **{COMPANY}**? If so—to whom specifically, and why?

Best Practices for These Interview Questions

- These questions are designed for B2B marketing leaders **marketing a software product or platform**. If you are selling a B2B service, many of them will still apply but you may need to slightly modify or adjust the phrasing.
- We recommend adding up-to **five additional "custom" questions to this question set**. As long as the total number of questions does not exceed twenty, you will be able to ask all of these questions in a thirty-minute interview.
- When interviewing, always have your interview subject **start their answer by restating the beginning question**. This will make the video flow much better and allow it to be edited much easier.
- If any questions are not relevant to your particular context, **simply remove them or skip**.
- These questions have some **intentional redundancy**. This will give the speaker multiple chances to communicate the most important information effectively.
- Please keep in mind it is ideal to **confirm which metrics your customer is willing and able to share in advance**. They may need time to pull these metrics or otherwise approve them internally.

About Testimonial Hero



Pictured: Creative Director Danny Hoshino (left) and Founder Sam Shepler.

Testimonial Hero is a B2B video testimonial service that creates on-site and 100% remote video testimonials.

We believe the best way for B2B marketing leaders to communicate value and convey differentiation is through the voice of the customer.

B2B marketing leaders use Testimonial Hero's video testimonial creation service to build trust faster, accelerate the buyer journey, and drive more revenue.

View Examples:

[On-Site Video Testimonial Portfolio](#)

[Remote Video Testimonial Portfolio](#)