

Where to find Customers for Interviews



Brian Dorricott

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**TO FAIL FOR
UNPREDICTABLE REASONS IS “OK”
BUT
TO FAIL FOR
PREDICTABLE REASONS IS NOT ACCEPTABLE.**

Post any questions in the Chat
Window

Agenda

Overview

9 Places to find interviewees

LinkedIn Primer

Hints & Tips

What next

Q&A

BASIC

\$0

11 Complimentary
Nuggets
AI Recommendation

Register

STANDARD

\$28pm

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget

Register

WEBINAR

\$42pm

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A

Register

MASTERMIND

\$197pm

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A
Monthly Mastermind
Session

Register

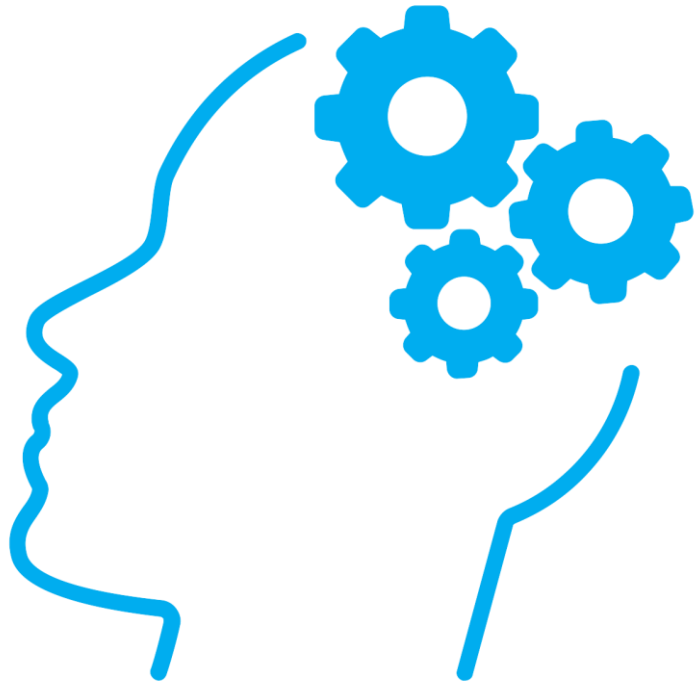
1-2-1

\$274ph

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A
Monthly Mastermind
Session
1 hour 1-2-1
16% discount 20 hours

Apply

Mastermind Group



People similar position as you.

Benefit of brainstorming your current problem/ideas.

Only 8 people.

Starting on Thursday, 23rd May

Email brian@briandorricott.com



Discovery

Problem

Solution

Finance

Launch

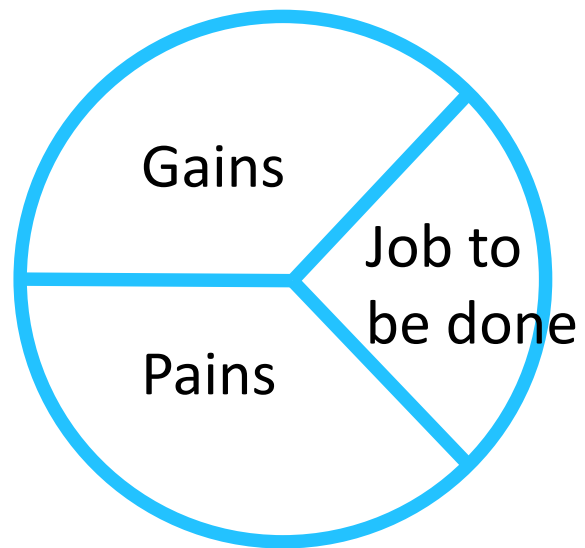
Why

What

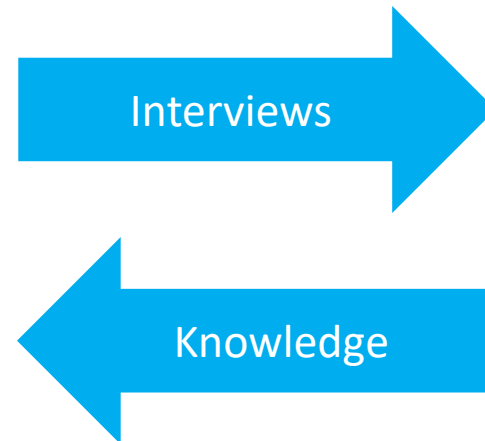
How

Can

Now



Customer's world



Impact on your project

Right First Time

Become Expert

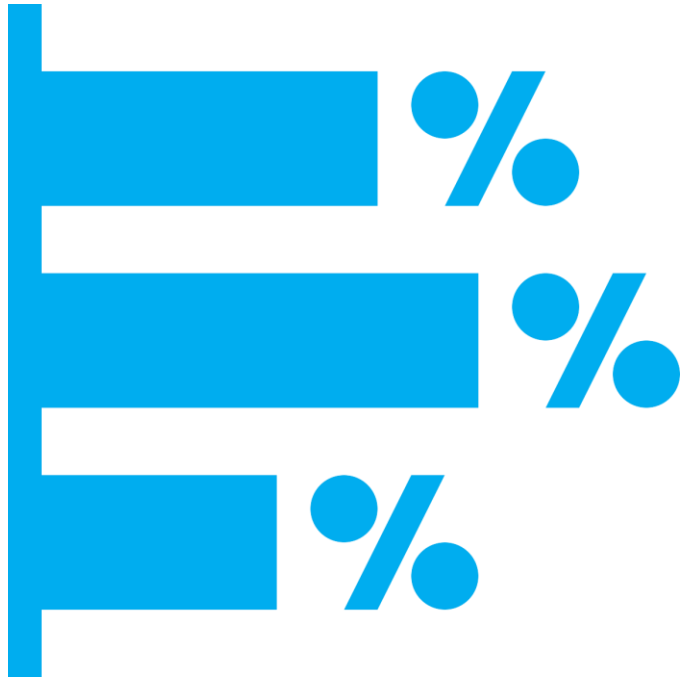
Know the Customers' World

Find the First Customers

Learn the Language

Discover Correct Pricing

Previously we covered the four parts



What are they (in order)?

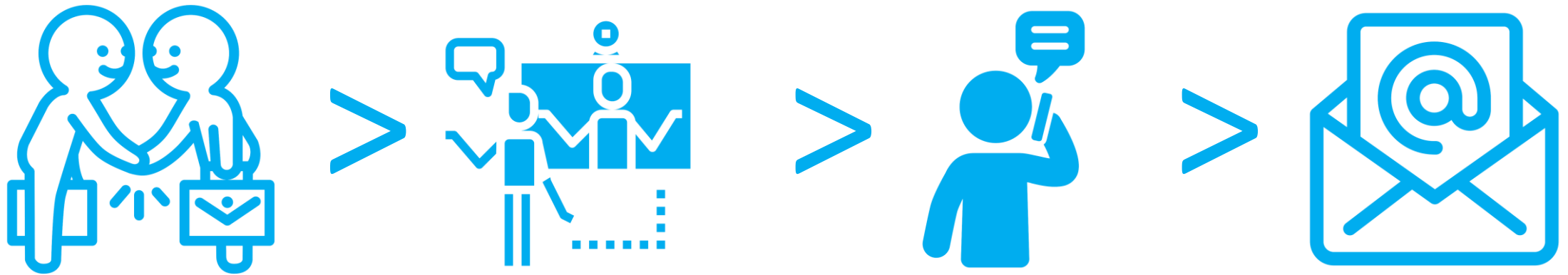
- A. Open, Introduction, Discovery, Close
- B. Demographics, Introduction, Conversation, Close
- C. Open, Demographics, Discovery, Close
- D. Demographics, Discovery, Conversation, Close

I'm sure you got it!



Know what assumptions you want to test.
Asking without “leading the witness”.
Ask about the past.

Go where your potential customers go.



The Nine

1: Friends, family, neighbours, colleagues

Suitable for getting used to interviewing

Easy starting point

Beware they may be “nice”!

2: Meetups & Eventbrite

Check subject of interest

Paid v. unpaid

Talk to organiser first

3: Online groups

Some better than others...

Facebook

LinkedIn

Web forums

4: Shops / Malls

Challenging – people usually in a rush

Be presentable

Look for queues

People leaving specific shops

5: Conferences & Exhibitions

Review all speakers

Who should you speak to?

Don't take a booth

Routed to spot, seen as “needy”, exhausting

Arrange meetings beforehand

Spare time

Speak to booth holders

Coffee queues

6: Trade Associations

Research committee

Any events?

(LinkedIn)

7: Print Media

Obtain papers, magazines, etc. your customers would buy

Find authors (LinkedIn)

Reference article

8: Competitors / collaborators

Can be challenging...

“Mystery shop”

How do they respond to you?

Ask questions a customer may ask.

9: Regulators, Authorities & Councils

Look for “education” events

Find speakers (LinkedIn)



– the Discovery Tool

Cost?

Your profile

Company Search

Finding someone in a company

Making contact


	FEATURES	LINKEDIN FREE	PREMIUM BUSINESS	SALES NAVIGATOR PROFESSIONAL	SALES NAVIGATOR TEAM	SALES NAVIGATOR ENTERPRISE
See when prospects check you out	Who's Viewed My Profile	Last 5 people	Last 90 days	Last 90 days	Last 90 days	Last 90 days
Reach prospects directly	InMails (per month)	-	15	20	30	50
	PointDrive presentations (per month)	-	-	-	10	Unlimited
Find the right leads and accounts	Extended LinkedIn Network Access	-	√	√	√	√
	Advanced Sales-Specific Search Tools	-	-	√	√	√
	Saved Leads	-	-	1,500	5,000	10,000
	Automatic Lead & Account Recommendations	-	-	√	√	√
	Territory Preferences	-	-	√	√	√
	Custom Lists	-	-	√	√	√
	Sharing Custom Lists	-	-	-	√	√
Stay organized and up-to-date on leads & accounts you're interested in	Job Change Alerts	-	-	√	√	√

\$30pm



\$65pm

USD

Your profile



Brian Dorricott
Leadership & Business Advisor
Sydney, Australia
Management Consulting
21 people have recommended Brian

 **Meteorical Pty Ltd**
 **Company Website**
500+ connections

Summary

Hi, Brian here, the founder of 2 businesses exited through multi-million MBO and sale to Cisco Systems, Business Angel network manager and Entrepreneur in Residence at the world's top university incubator.

When your company grows too fast or stagnates, your frustration increases, and joy diminishes until it becomes a chore to head to work. I know. I've been there.

I return the positive energy, vitality and excitement back to your and your team enhancing the support network creating a family of customers, suppliers and partners.

I've been there and felt the pain. I've helped open-minded, respectful, growth-orientated people cross to the other side. How?

Back then I created my own Business Operating System which was great but not as good as the Entrepreneurial Operating System® (EOS®). Having EOS in place removes your stress and allows you to return to the reasons you first started in the business. The all-encompassing system has Six Key Components™:

1 Vision

Brian Dorricott's Articles & Activity

[See all 37 articles](#)

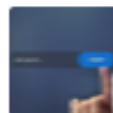


To accelerate or not...

Things are getting overheated when concepts transfer into another realm. And so it is with accelerators. Today I came across an accelerator launch designed "to break the booze cycle and stop you..."

August 7, 2018 · 183 views

[See all activity](#)



Brian Dorricott liked this

How do you survive a #layoff or a #redundancy?
😬 ...

Here are four tips from experts on how to prevent your layoff from doing professional damage and...



Brian Dorricott liked this

Have you ever felt the stirrings of a 'mid-life crisis'? ...

Experience



Meteorical Pty Ltd

16 years 3 months



Lean Commercialisation Facilitator

January 2016 – Present • 3 years 3 months

Sydney, Australia



Managing Director

January 2003 – Present • 16 years 3 months

Sydney, Australia



Lead Facilitator, ON Accelerator Lean Innovation & Startup Programs

CSIRO

March 2017 – Present • 2 years 1 month

Sydney, Australia

Patents

Email Systems

United Kingdom GB2391649

Filtering email messages

United Kingdom GB2385965

Maintaining software and data

United Kingdom GB2374163

Transitory email address

United Kingdom GB2398399

Publications

From side-hustle to second income in five steps

Institute of Management and Leaders • November 26, 2018

So, you've been thinking and working on an idea... something that might bring some extra

Recommendations

A preview of what LinkedIn members have to say about Brian:

- " Brian facilitated the first ever webinar for rural high school students as part of the national entrepreneurial in-curriculum pilot program for startup.business. Brian helped students prepare to pitch their business ideas in front of a national audience at The University of Sydney Business School marking the first ever event of it's kind in Australia. Brian is an exceptional communicator who is an expert in his field. Not only did he facilitate students from around the country he also made himself available on the day to provide additional support. Thank you for your time Brian we received exceptional feedback from academia, government, industry and the school communities involved in the program. I look forward to working with you in the future!
- " When looking to grow a business and bring on partner's you are bombarded with many different options and people all promising to help. Instead of choosing someone from a Google search I went out to my network and was referred to Brian Dorricott. I can see why referrals mean so much more. The expertise and knowledge that Brian has coupled with his genuine desire to understand my business has been nothing short of brilliant. So much so that after the clarity he

Finding people in target company

Let's find the CEO of Woolworths...



woolworths



Brian Dorricott
Business OS Implementer



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**Woolworths**

Retail

[Follow](#)**Michael Castleman** • 1st UX Management Consultant at ABM Systems
Sydney, Australia

Current: Consultant to Business Insights at Woolworths Supermarkets

 Glen Frost, Alex Jackson, and 86 other shared connections[Message](#)**Gabrielle Durney** • 1stFounder, [Aid4U](#) Make housing accessible to everyone in our community.
Sydney, Australia

Current: BWS Manager at Woolworths Limited

 Catherine Eibner, Sandra Anna Schwarz, and 8 other shared connections[Message](#)

Job results for woolworths 561 results

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Retail

Cape Town, Western Ca

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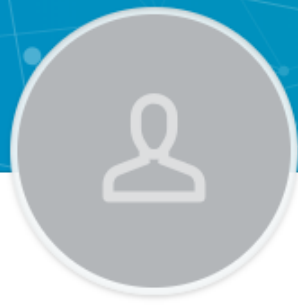
Retail

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**Edcon**

Retail

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Brad Banducci • 2nd

CEO, Woolworths Group

Sydney, Australia

[Connect](#)

[View in Sales Navigator](#)

[More...](#)



Woolworths Limited



Australian Graduate School of
Management



See contact info



500+ connections

Highlights



2 Mutual Connections

You and Brad both know Deon Ludick and Ross Paull

Experience



Woolworths Limited

7 yrs 6 mos

CEO - Woolworths Group

Feb 2016 – Present · 3 yrs 2 mos

Sydney, Australia

Managing Director - Woolworths Food Group

Mar 2015 – Present · 4 yrs 1 mos



University of KwaZulu-Natal

Bachelor of Commerce, Economics and Accounting

1982 – 1984

Recommendations

Received (0)

Given (2)



Michael van Niekerk

MD Peakview Strategy -
Responsible Investment and
Sustainability strategy and
advisory

August 6, 2014, Michael worked
with Brad in the same group

Mike is a well thoughtful, well structured problem solver. He also has a very good style in dealing with fellow project team members and other stakeholders - he asks probing (but non threatening) questions and is a good listener. Finally, Mike has the ability to remain calm in pressure filled situations. All of the abo... [See more](#)



Tracy Stubbs

Administrative Consultant
supporting Amazon business
owners organise their biz +
brand.

October 12, 2011, Brad managed
Tracy directly

Tracy was an invaluable part of the Cellarmasters buy-out and sale to Woolworths. She was actively involved in the roll-out of key HR processes at aquisition and managed the dataroom at exit (amongst other achievements). She is fantasitc at managing complex processes that require good attendtioo to detail.

Interests



University of KwaZulu-Natal

112,721 followers



AGSM @ UNSW Business School

25,888 followers



Woolworths Group

Finding type of person

- Lets find Analyst at Woolworths

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Woolworths

Retail · Cape Town, Western Cape · 97,721 followers

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Woolworths

97,721 followers

8mo

We're very proud to share that we have again been recognised as The Retail Graduate Employer of Choice in the 2018 SAGEA Employer Awards.

...see more

391 Likes · 25 Comments



Like



Comment



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Clothing & General Merchandise



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Reach decision makers



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Store manager Redfern woolworths
Sydney, Australia

kevin barnard and Dragan Bralic are shared connections

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Hormoz Hakami • 2nd

Infrastructure Architect at Woolworths
Sydney, Australia

Annette van Dommelen, Sonya Walker, and 4 other shared connections

[Connect](#)

Ni Sang • 2nd

Master of Professional Accounting/ progressing on CPA programs
Sydney, Australia

Andrea Myles 凌舒岚 - China Geek is a shared connection

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Colin Evans • 3rd

Product Development Manager at Woolworths
Sydney, Australia

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Alex Bell • 3rd

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Julia Van Zyl • 2nd

Business analyst at Woolworths
Sydney, Australia

Past: Senior Systems Analyst & Business Analyst at Woolworths Limited

Dean Swan, Deon Ludick, and 2 other shared connections

Connect



Amritjot Singh • 3rd

IT Service Desk Analyst
Sydney, Australia

Connect



Suhali Tandon • 3rd

Business Intelligence | Data Analyst
Sydney, Australia

Summary: Multi talented data engineer/analyst...

Message



Santhi Sri P. • 3rd

BI Analyst at Woolworths
Sydney, Australia

Past: Lead Technical Support Analyst at Woolworths

Message



Yang Betty • 3rd

Analyst
Australia

Current: Portfolio Analyst at Woolworths

Message



LinkedIn Member

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Save this search to get notified as new results become available.

Create search alert

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Making contact

Look for common connections

Excuse to call a friend?

A recent post?

Keep it very short

Around 20% success rate

And finally... Tricks of the trade

Try out different introductions

Ask for leads

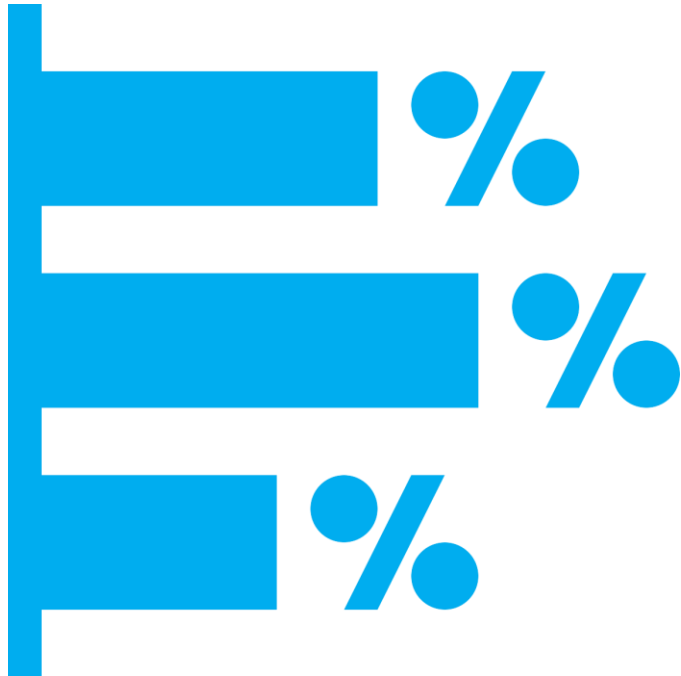
Go with a friend

Try different times day/days of week

Calendar Invites

Record and review afterwards

Future webinars



What would you like a future webinar to be:

- A. Where to find more interviewees?
- B. How do I combine all my interview results to obtain Insights?
- C. Introduction to finance (fixed & variable costs, gross & net profit)
- D. Company structure and offering equity

Next webinar: Where to find interviewees



Wednesday, 17-Apr-19

Same place, same time

Invite others!

What next?



<https://www.briandorricott.com.au/webinar-190320/>

Mastermind Group



People similar position as you.

Benefit of brainstorming your current problem/ideas.

Only 8 people.

Starting on Thursday, 23rd May

Email brian@briandorricott.com

Any Questions

