How can we verify that customers will pay for a new service before making a larger investment?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: Practical business guide

Talk to people who already have the problem you want to solve. Ask how they're solving it today, then present a clear offer with a price range and a specific next step.

Look for behaviour you can verify.

Ask when the problem last occurred, how much time or money it cost, and what the person has already tried. Compare the responses of people in the same customer group to identify recurring needs.

Present a small trial package with a clear scope, an estimated price and a suggested next step, such as arranging a trial session. Record what the stakeholders have done and what constraints are holding them back, and tailor your proposal accordingly.

Example offer for small landlords

The hirer says he likes the offer of preparing materials before the season. When he sees the scope and the estimated price, he asks if he can first order just the directions for getting there. That's a concrete lead for a simpler starter package.

Specific next steps

1. Name one customer group and one problem.
2. Discuss the behaviour to date and compare the existing alternatives.
3. Present a small package with an estimated price and the agreed next step.
4. Based on the actual reactions, decide what to test again.

Limits of application

A small number of interviews helps shape the offering. Broader data are needed to assess the size of the market.

Sources

business.gov.au · Market research and customer interviews

https://business.gov.au/marketing-and-advertising/do-market-research

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/provjera-interesa-za-novu-uslugu