

How to Have More Strategic Customer Conversations



Bob London of Chief Listening Officers, has conducted over 2,300 interviews with B2B customers and other decision makers and has these tips to share on asking better questions and listening between the lines to drive more strategic conversations with your customers.



Strategic = It's not about the day-to-day.
Customer = It's about them, not your company or product.
Conversations = It shouldn't feel like a survey or interview.

9 Disruptive, Open-Ended Questions to Get Customers Talking – AND Thinking

- “What do you think is the **top priority or challenge** being discussed in board meetings?”
- “What’s **on your whiteboard now** that wasn’t there 90 days ago?”
- “What are your **customers’ top challenges**?”
- “What’s the one thing you and your team **need to get better at this year**?”
- “If I gave you a magic wand, **what problem would you make disappear first**?”
- “What’s the **biggest thing that surprised you** since you signed the contract with us?”
- “If a competitor contacted you today, **would you ignore them...or want to learn more**?”
- “If you were having coffee with our CEO, **what would you say**?”
- “What would make you a **customer for life**?”

About THEIR COMPANY

About THEM

About YOUR COMPANY/PRODUCT

Insight Accelerators

- WHY did you say that?
- WHAT did you mean by that?
- HOW does that work today?

How Do I Know This Is Working?

- “That’s a good question.”
- “Hmmm....”
- “No one’s ever asked me that.”
- “Hang on, let me close my door.”

12 Tips for Listening Between the Lines

- Start with a quiet mind
- Check ego and biases
- Breathe and smile
- Keep it all about them
- Start broad
- Go where they want to go
- Be authentic
- Embrace their rants
- Be agile and iterative
- Converse
- Don't solve
- No selling

Remember Why You're Doing This: To Add Value By Uncovering and Understanding What Customers Aren't Saying

