

# How to Talk to Customers

(In a way that will grow your business)

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Best Buyer Persona




“ Our customers will never want to get on a call with us! ”

“ No one will want to spend 30 minutes talking about our product. ”

“ It's impossible to get anyone on the phone, so we don't even try. ”





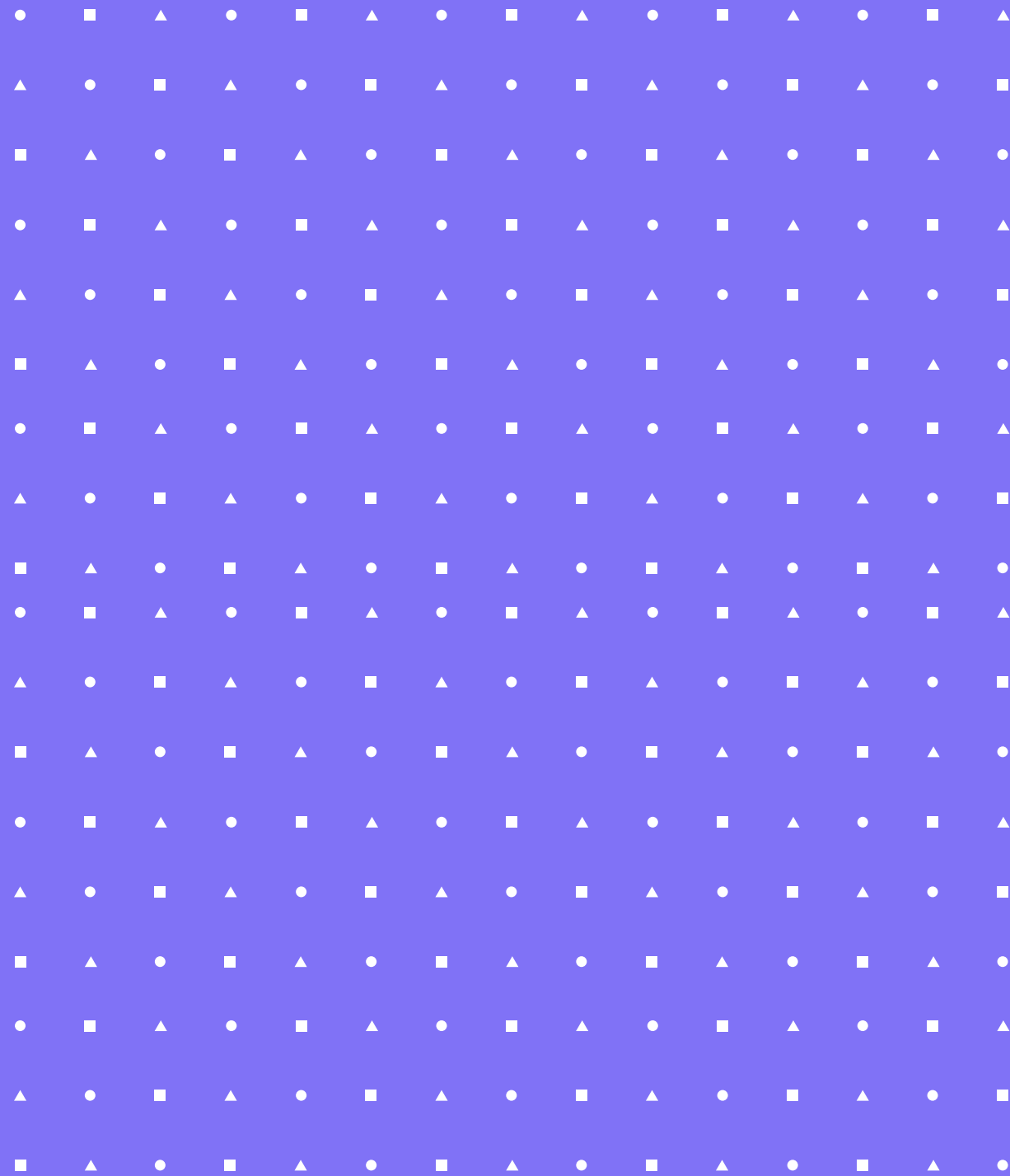
You're not talking about your  
product, you're listening to their  
experience.



# Key

- # Takeaways
- Know who to interview
  - Know how to get them on the phone
  - Know what questions to ask
  - How to turn the interview into insights

# Who Do You Interview?



## Three Customer Types

- Biggest Fans
- Greatest Enemies
- Meh Customers

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# Biggest Fans

These customers converted quickly, brag about you everywhere, leave raving reviews online, and engage with you on social media.

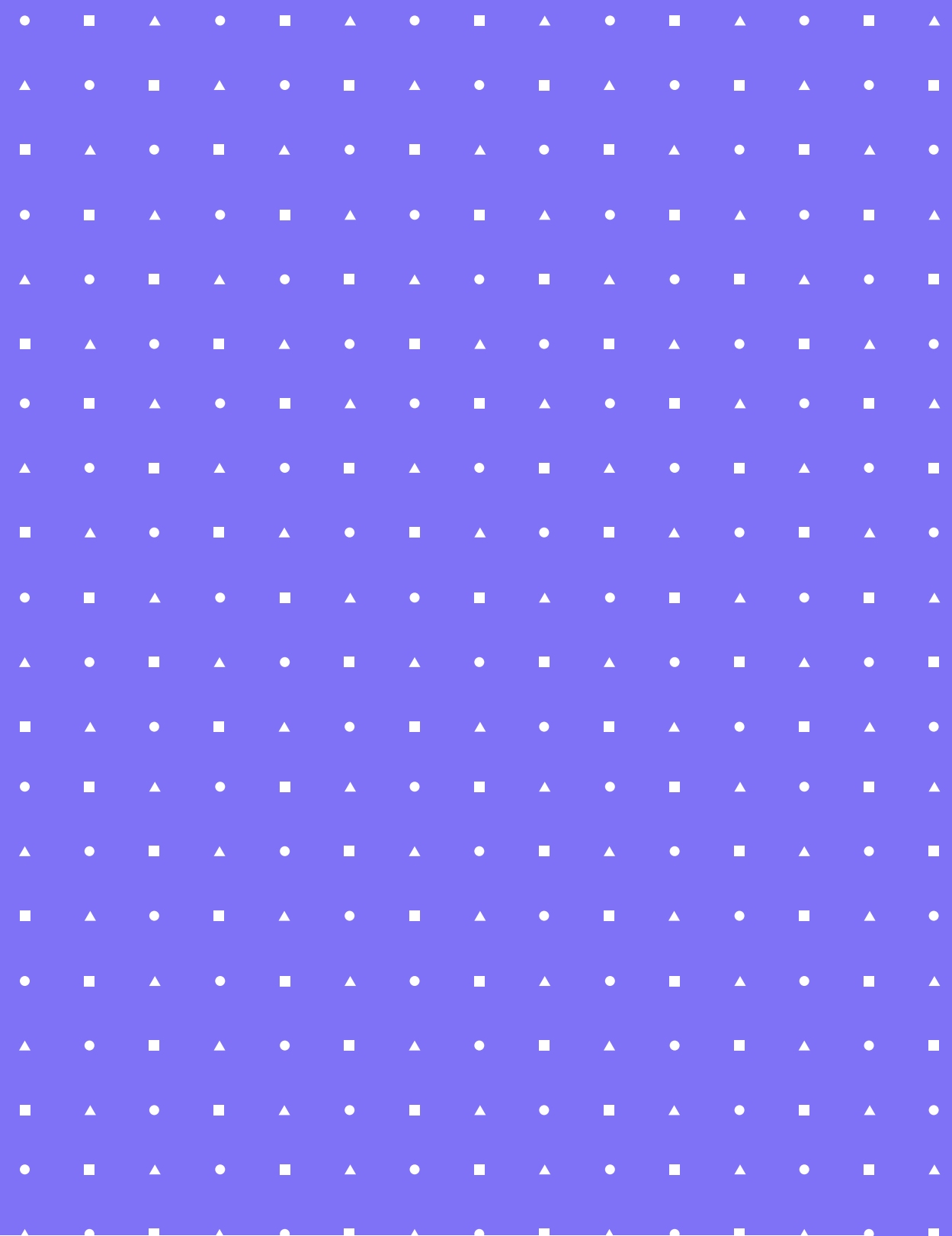
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# Greatest Enemies

These guys hate your guts. They leave awful reviews on social media, have called customer support numerous times to rant about your crappy product, and they demanded a refund as soon as possible.

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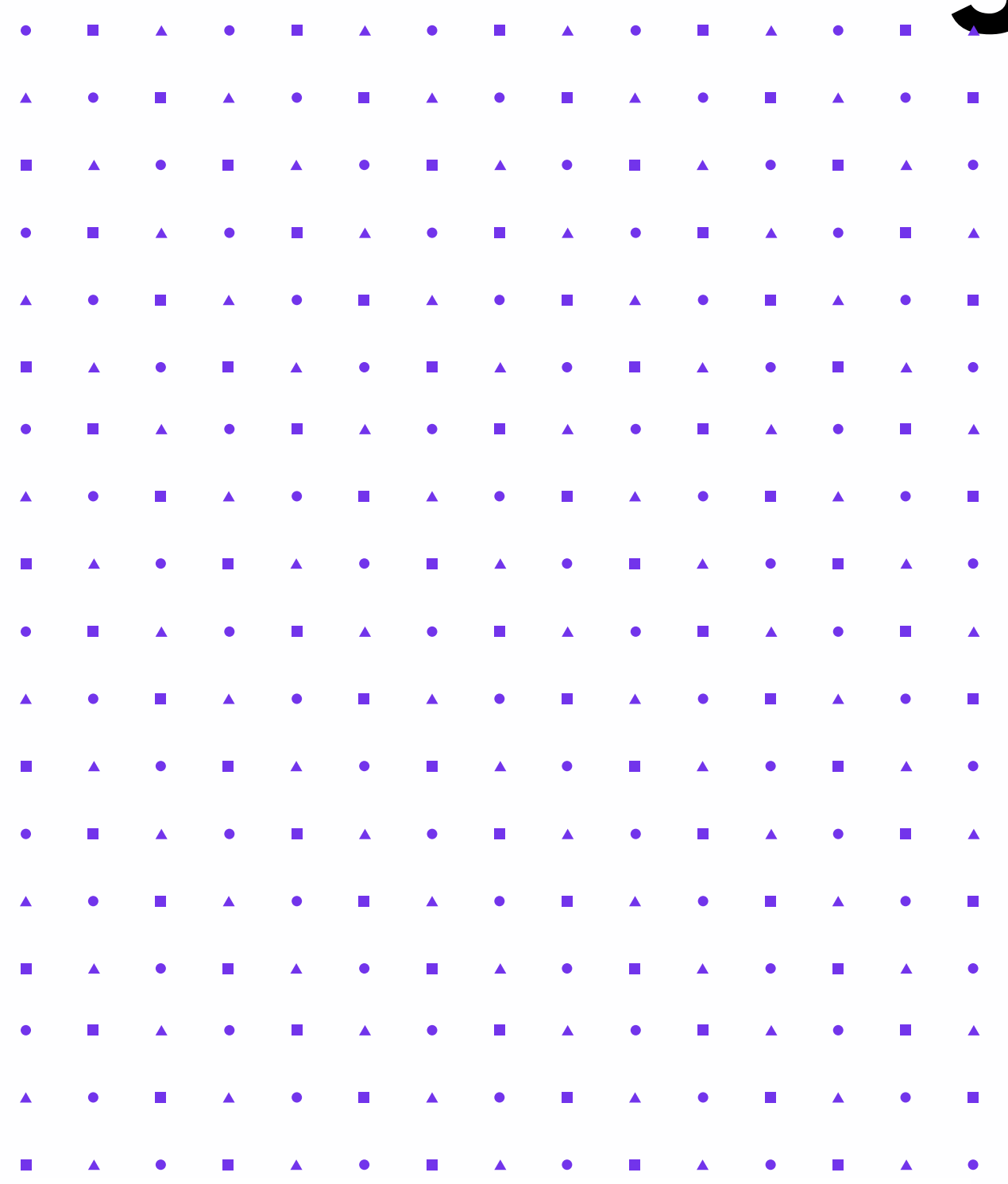
# New Customers

These customers like your product. They're new users and aren't quite sure how everything works yet, but they haven't called customer support and they are content with their purchase.

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# How to get customers on the phone



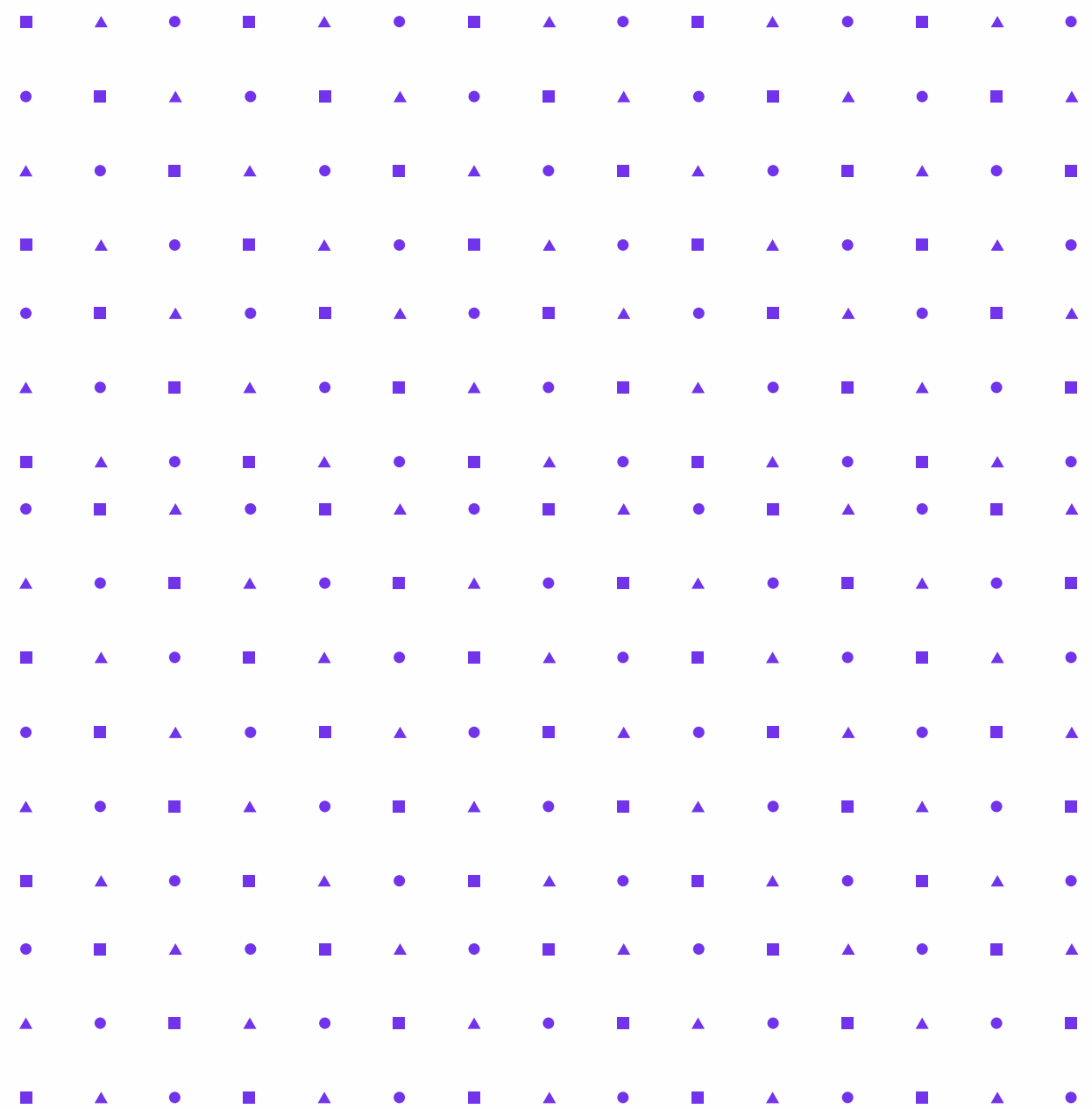
## The 5 Parts of a successful email

- Ask from a known email address
- Be transparent
- Provide context for the conversion
- Set expectations for time
- Provide a clear-call-to-action

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# Be

# Transparent



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1. Tell the customer what you're trying to accomplish by speaking with them- for me this is usually, "we're trying to improve our customer experience."

2. Tell the customer exactly how much time you would like to schedule- "We'd love 30 min of your time!"  
30 minutes is the sweet spot of time. It's enough time to get to the insights, but not so much time that no one can afford to give it up.

3. Promise you're not selling or fixing anything, just listening (and then stick to that promise!).

4. CTA- Ask for their time and give them an option to book your time.

# Practice Your Own Email

## Copy



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# The 85% Success Rate Email

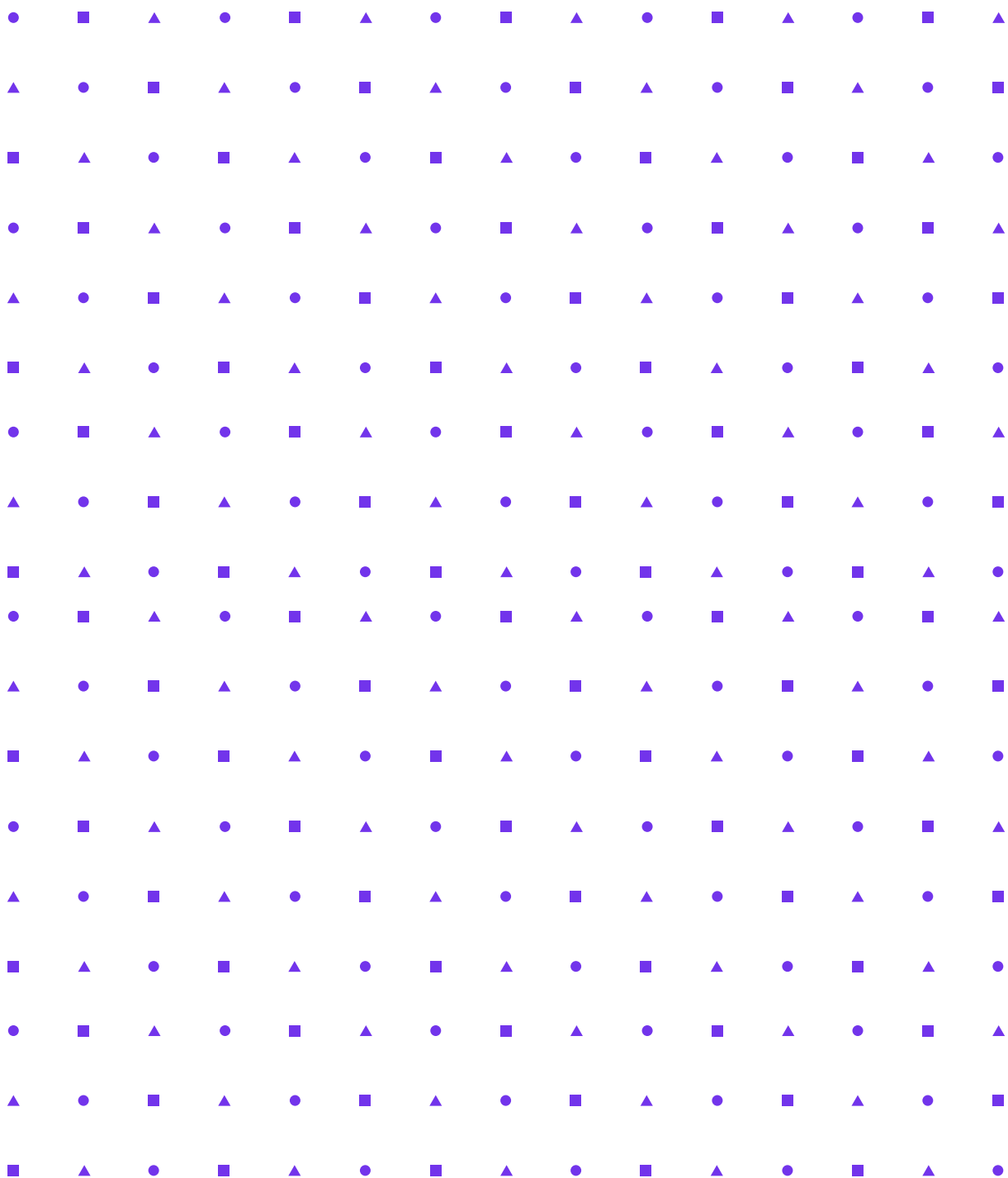
Hi {Customer Name}

We're looking to make {our product} the best {what we do} on the market, and would love to hear your thoughts.

Could we have 30 mins to chat about your experience with {our product}? We promise no selling, only listening!

If you'd like to share your thoughts and experiences please find a good time on our calendar. Adrienne from Best Buyer Persona will be in touch shortly.

Find a good time for you here. {Calendar link}



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# What questions do you ask?

- 
- 1. Why did you buy our product?**
  - 2. How do you use our product?**
  - 3. What was your buying process like?**
  - 4. What is it like using the product?**
  - 5. Who are you?**

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# Sample Interview Questions

- Tell me about your experience using X product?
- Do you remember how you found out about X?
- What questions did you have before you purchased?
- Take me to the moment you decided to purchase...
- Describe the last project before you used X.
- What are the benefits to using X.
- What questions do you still have about the product?
- What annoys you about the product?
- If you could narrow it down, what's the number one reason you decided to choose X?
- How would you describe X to a friend?

# Interview Pointers

## 01 Listen/Shut Up!

These interviews are not sales opportunities, customer support, or customer success. Ask your questions and let the customer tell their story. No defending or explaining, only listening!

## 02

### Record

To be focused on the interview and their stories you should record them rather than only taking notes.

## 03

### Why??

Why? Is a great follow-up question. Or "oh, that's interesting. Can you tell me more about that?"

## 04

### Validate their experience

If they sound frustrated, say, "that sounds very frustrating." And let them explain in more detail.



# Turn interviews into insights

## 01 Pre-Purchase Phase

These responses answer all the questions about before they purchased.

- Can you tell me about when you started to look for solutions?
- What tools/program/people were you using before you purchased?

## 02 Decision Phase

These responses answer the questions about why they decided to buy

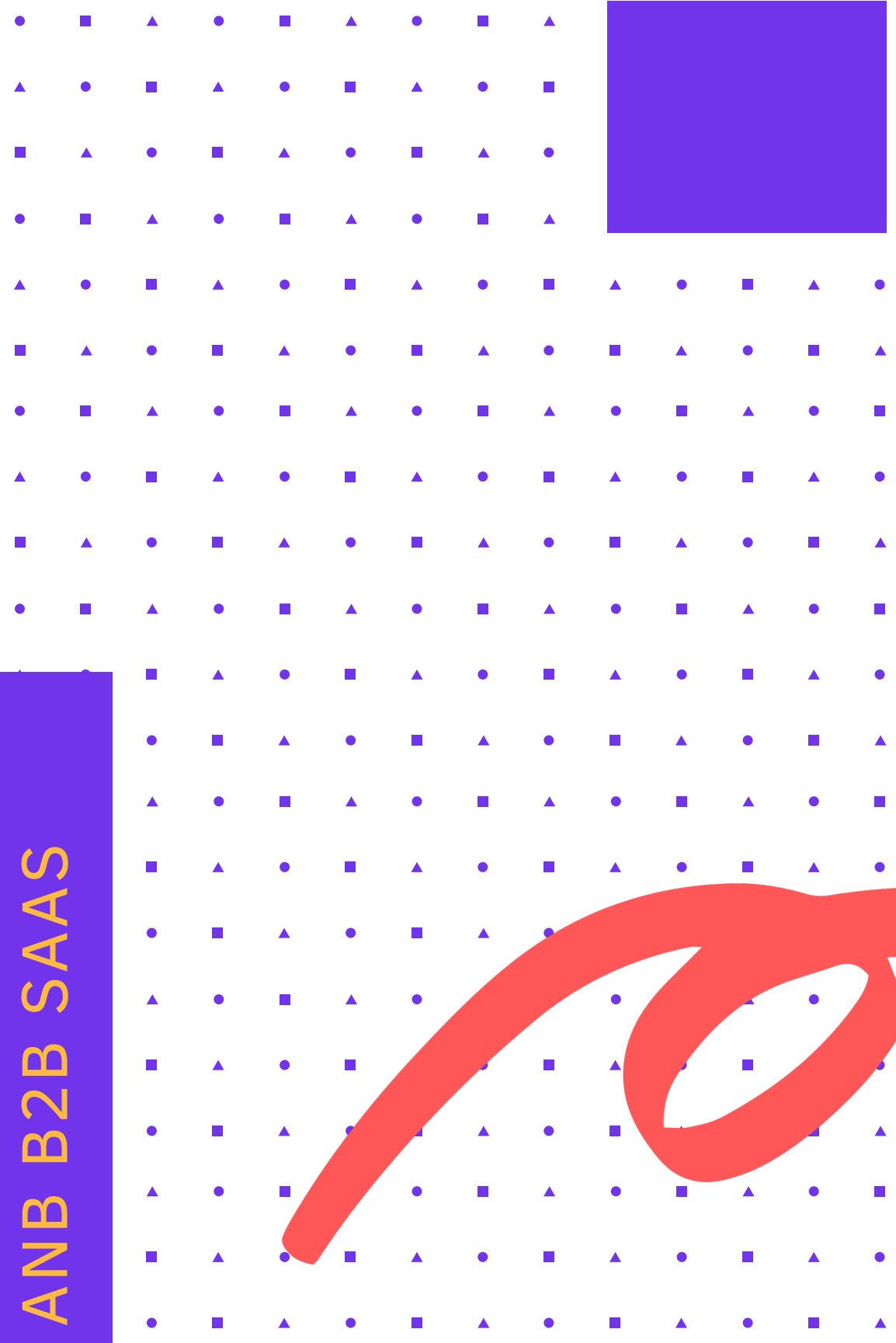
- What was going on in your company right before you purchased?
- What was the buying process for you?
- What other tools were you considering?

## 03 Purchase/ User Phase

These responses answer the questions about how they use your product

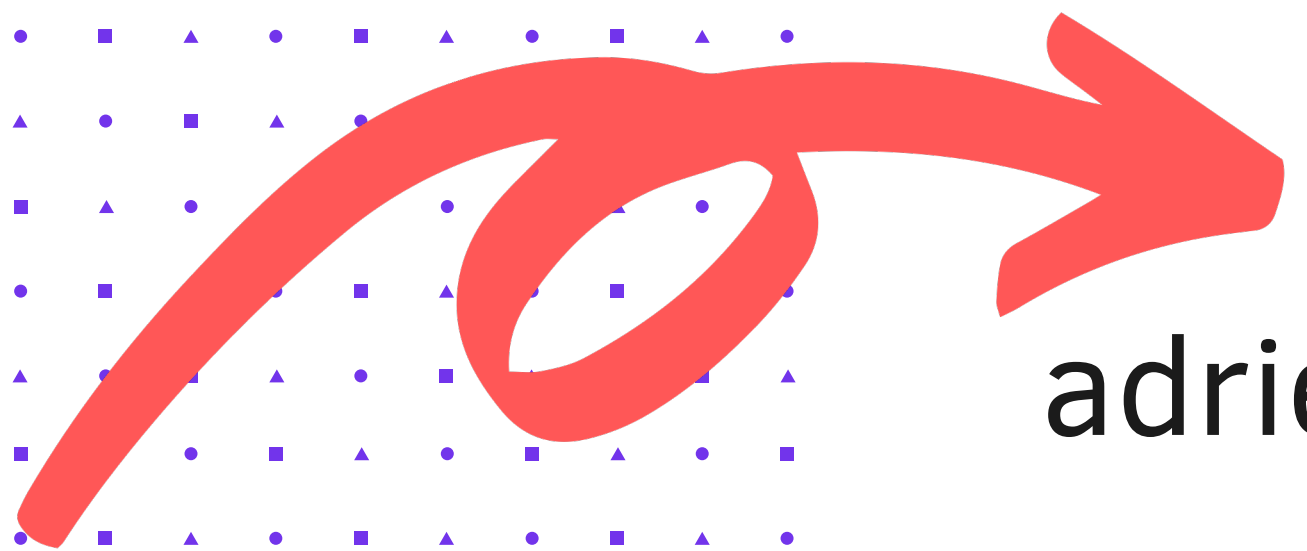
- Can you tell me about the last time you used "our tool"?
- What kind of results are seeing with "our tool"?





ANB B2B SAAS

Q & A?



I'm here to support you!  
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