

# 10 REASONS to be a stickler about capturing CUSTOMER CONVERSATIONS

1



## Vocabulary

There's no better way to speak in the buyers' language than to document the words they use themselves.

2



## Patterns

If you get more than a couple customers that bring up the same issue repeatedly, you can bet prospects will want more content about it.

3



## Testimonials

You might not be in this for the glowing sound bites (you shouldn't be, anyway) – but if you get them, they make great pull quotes.

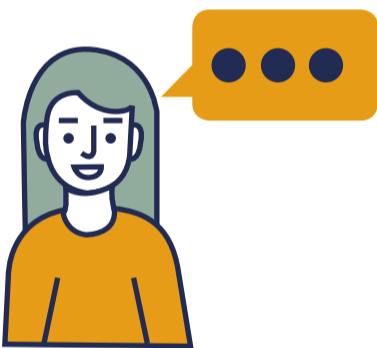
4



## Memory

A sentence, thought or description that the guest voiced perfectly may elude you afterwards, and your attempts to recreate it will fall short.

5



## Voice of the customer

Word of mouth is more persuasive than a brand's sales pitch, and this way, the voice buyers hear sounds like theirs.

6



## Jargon reduction

Users might understand technical details, but buyers with a shared business problem need to understand it too.

7



## Searchability

Do you recall your guest making an eloquent point but your notes are not verbatim? Your transcript will be – you can find the words.

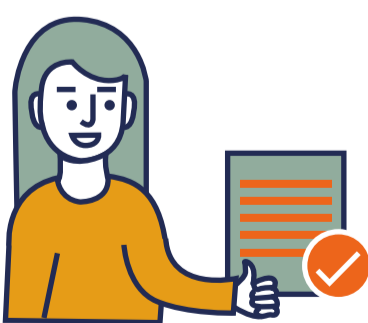
8



## Documented proof

If you have internal reviewers who question your representation of a technical topic, silence the doubters with a replay.

9



## Approvals

You're not the only one who's customer-focused... customers are too! They'll approve their own words over yours in review.

10



## Knowledge-building

Each conversation you have (and then listen to) gives you a new perspective to bring to the next one. You'll ask better questions and create increasingly more compelling content for buyers.