



BOB LONDON



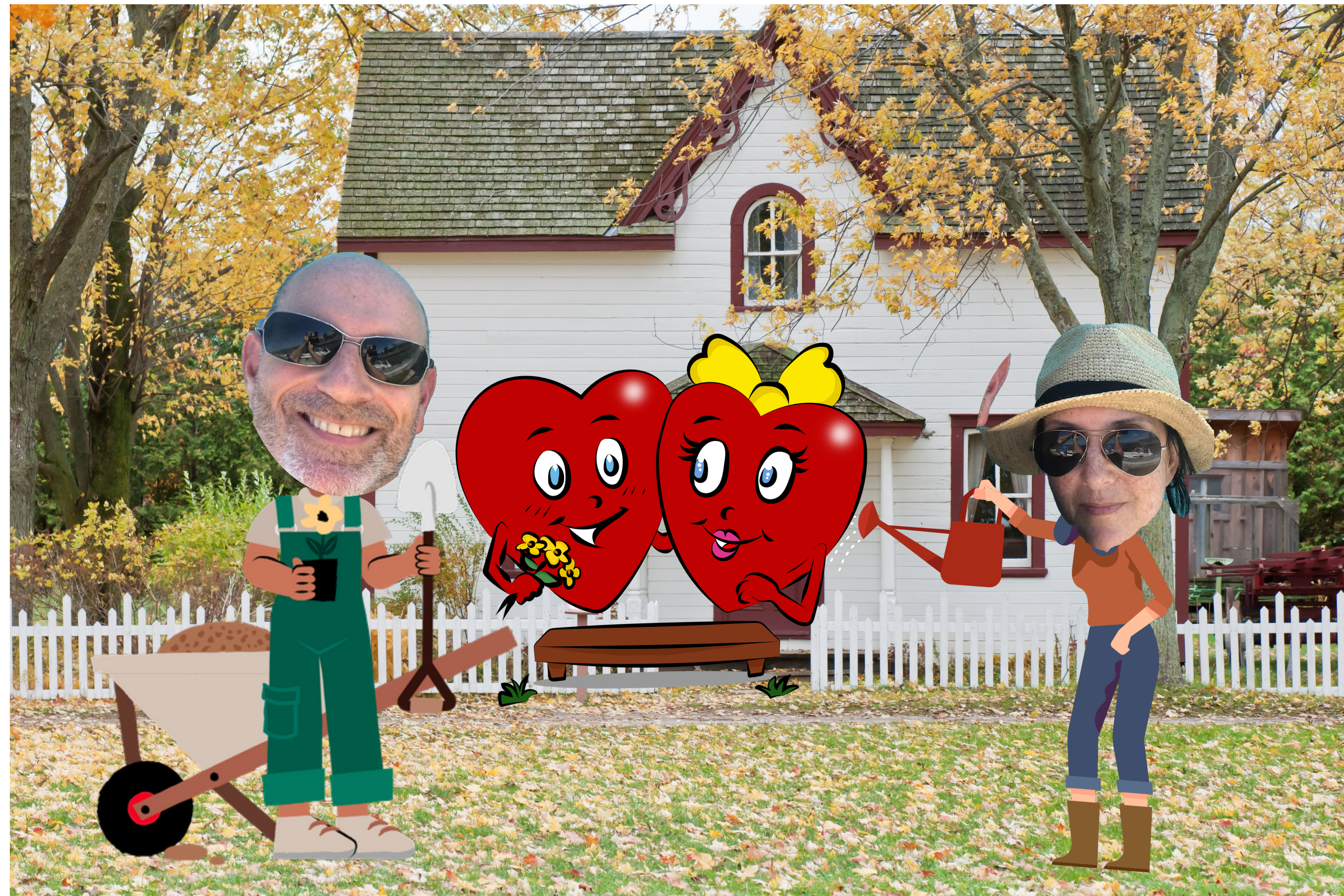
FOUNDER & CEO,
CHIEF LISTENING OFFICERS

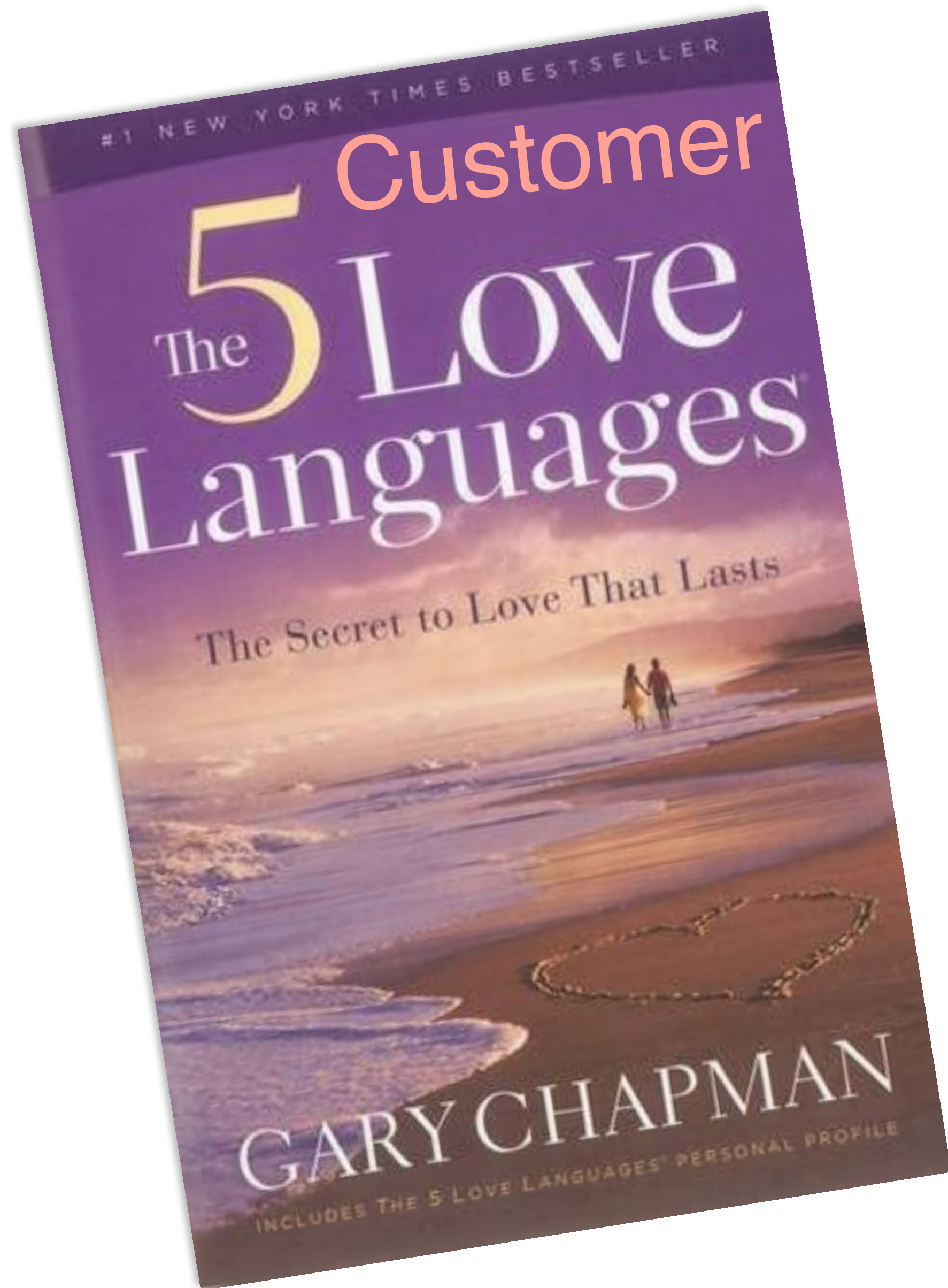
5 Customer Love Languages



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Love Languages





Acts of service



Words of affirmation



Receiving gifts



Quality time



Physical touch



5 Customer Love Languages



Be Mindful
of My Time



Be in Synch
with Me



Be
Contextual



Be Real



Be Curious About
My Company

Unspoken
Unexpected



Do What You Say You're Going to Do
Product. Support. Value

Obvious /
Explicit



Be Mindful of My Time

- Send QBR slides in advance.
- Include “talk track” to highlight key points.
- Try audio only, no video.

Bonus Question

- What’s coming up for you? Any big milestones or meetings?



Be in Synch with Me

- Ask about “the one thing.”
- Listen without solving or selling.

Bonus Question

- What’s the one thing that absolutely has to be off your whiteboard in the next 90 days?



Be Contextual

- Peer insights / data (not marketing stuff)
- Set up a customer micro-community
aka LinkedIn chat

Bonus Question

- What do you and your team need to get better at this year – whether or not it has to do with our solution?



Be Real

- Don't use PPT as a crutch.
- Be “agenda-less.”
- Be in touch even when you don't need anything.

Bonus Question

- If a competitor contacted you today, would you ignore them or want to learn more?



Be Curious About My Company

- Replace 1 QBR per year with a customer listening session.
- “Customer reality” brown bags. (Not shiny, 100% positive marketing case studies).
- Be the student, not the teacher.

Bonus Question

- If I could sneak into your board meeting, what do you think is the biggest priority or challenge they’re talking about right now?

Cheat Sheet: 5 Customer Love Languages

Love Language	How to Speak It	Actions	Radically Authentic Questions to Uncover Love Languages
Be Mindful of My Time	<ul style="list-style-type: none"> • Make sure your “ask” is valuable to them, not just you. • Don’t assume you are their only vendor. • Be wary of automation-blindness 	<ul style="list-style-type: none"> • Send QBR slides in advance. • Include “talk track” to highlight key points. • Try audio only, no video. 	<ul style="list-style-type: none"> • What’s coming up for you? Any big milestones or meetings? • Anything we can take off your plate?
Be in Synch with Me	<ul style="list-style-type: none"> • They're experts in their job, not your product. So don't ask them to do your job (roadmap), just know their job. • Know the essence of their job – the single most important, “non-negotiable” responsibility – whether or not it is related to your solution. • Open the aperture/ step back. 	<ul style="list-style-type: none"> • Ask about “the one thing.” • Listen without solving or selling. 	<ul style="list-style-type: none"> • What’s the one thing that absolutely has to be off your whiteboard in the next 90 days? • Out of your entire job description, what's the one thing your company is absolutely counting on you to get done? • What would make you a customer for life?
Be Contextual	<ul style="list-style-type: none"> • Tell me how other customers are addressing the same challenges. • Are my results in line with others? 	<ul style="list-style-type: none"> • Peer insights / data (not marketing stuff) • Set up a customer micro-communities (LinkedIn chat) 	<ul style="list-style-type: none"> • What do you and your team need to get better at this year – whether or not it has to do with our solution? • What’s the hardest part of your job? • If I took away all your tools, resources and assets, which one would you beg me to have back first?
Be Real	<ul style="list-style-type: none"> • Talk with them, not at them. • Be open-ended • Take a step back. • They’re much more candid when you don’t have an agenda. • They reveal more when you ask interesting questions. 	<ul style="list-style-type: none"> • Don’t use PPT as a crutch. • Be “agenda-less.” • Be in touch even when you don’t need anything. 	<ul style="list-style-type: none"> • If I gave you a magic wand, what problem would you make disappear first - whether or not it has to do with our solution? • If a competitor contacted you today, would you ignore them or want to learn more? • What did you talk about right after our call ended?
Be Curious About My Company	<ul style="list-style-type: none"> • Ask about their company's priorities & challenges. • Be the student, not the teacher. • “Looking over the horizon” with your customer and synthesizing / prioritizing those insights with your team helps them drive value and informs your roadmap 	<ul style="list-style-type: none"> • Replace 1 QBR per year with a customer listening session. • “Customer reality” brown bags. (Not shiny, 100% positive marketing case studies). • Be the student, not the teacher. 	<ul style="list-style-type: none"> • If I could sneak into your board meeting, what do you think is the biggest priority or challenge they’re talking about right now? • Who is your customer and what’s the biggest challenge they need you to solve?



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