



Software companies engage with IcebergIQ to help inform their go-to-market strategies. We speak with end customers and buyers to provide unbiased feedback to our clients, typically for win/loss and churn analysis.

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Fold here first

Just to recap...
It sounds like...
If I'm hearing you correctly...

Play back what you hear:
Regularly summarize what you are hearing in order to confirm you've truly understood.

Ask a final open-ended question.
Before wrapping up, ask if there is anything else they'd like to share.

Is there anything else you would like to share?
Do you have any other feedback for me, good or bad?

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Quick Tips

HOW TO BECOME A BETTER LISTENER

Listening well is a vital business skill. By practicing these techniques, you will get deeper insights from your customers and understand them better.



Put the other person at ease.
An easy way to get the conversation rolling is to ask a few questions about the person's role and company.

I'd love to hear a little bit about you... your title, your role and your organization.

"Mirror" to invite more detail.
By repeating a few words, you signal interest and invite the person to share deeper insights.

Interviewee: And it was a little upsetting.
You: It was upsetting?