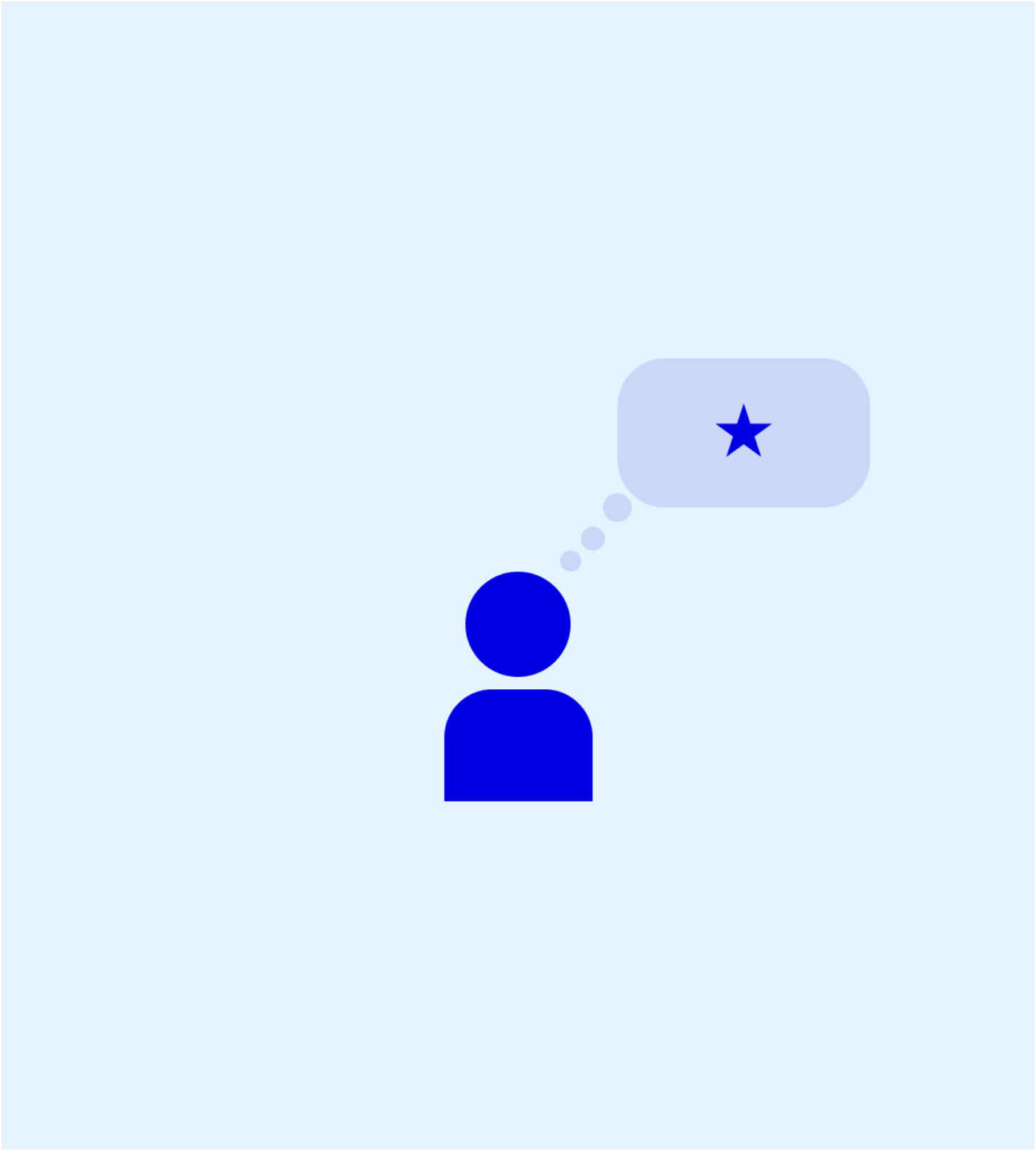
Twitter Thread by Sara Sodine Parr



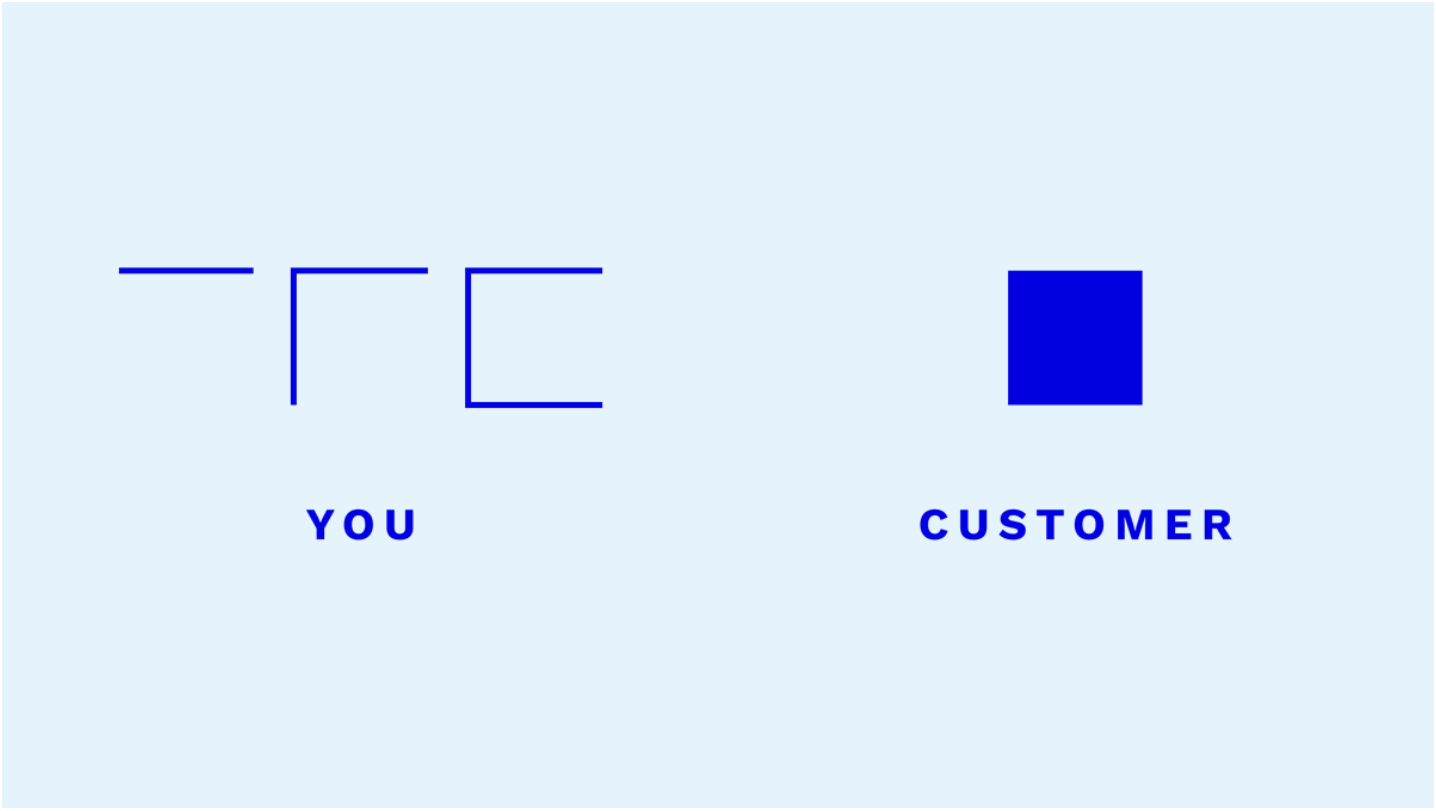
Sara Sodine Parr
@SaraSodineParr

A visual guide: 5 mistakes we all make when talking to customers ■

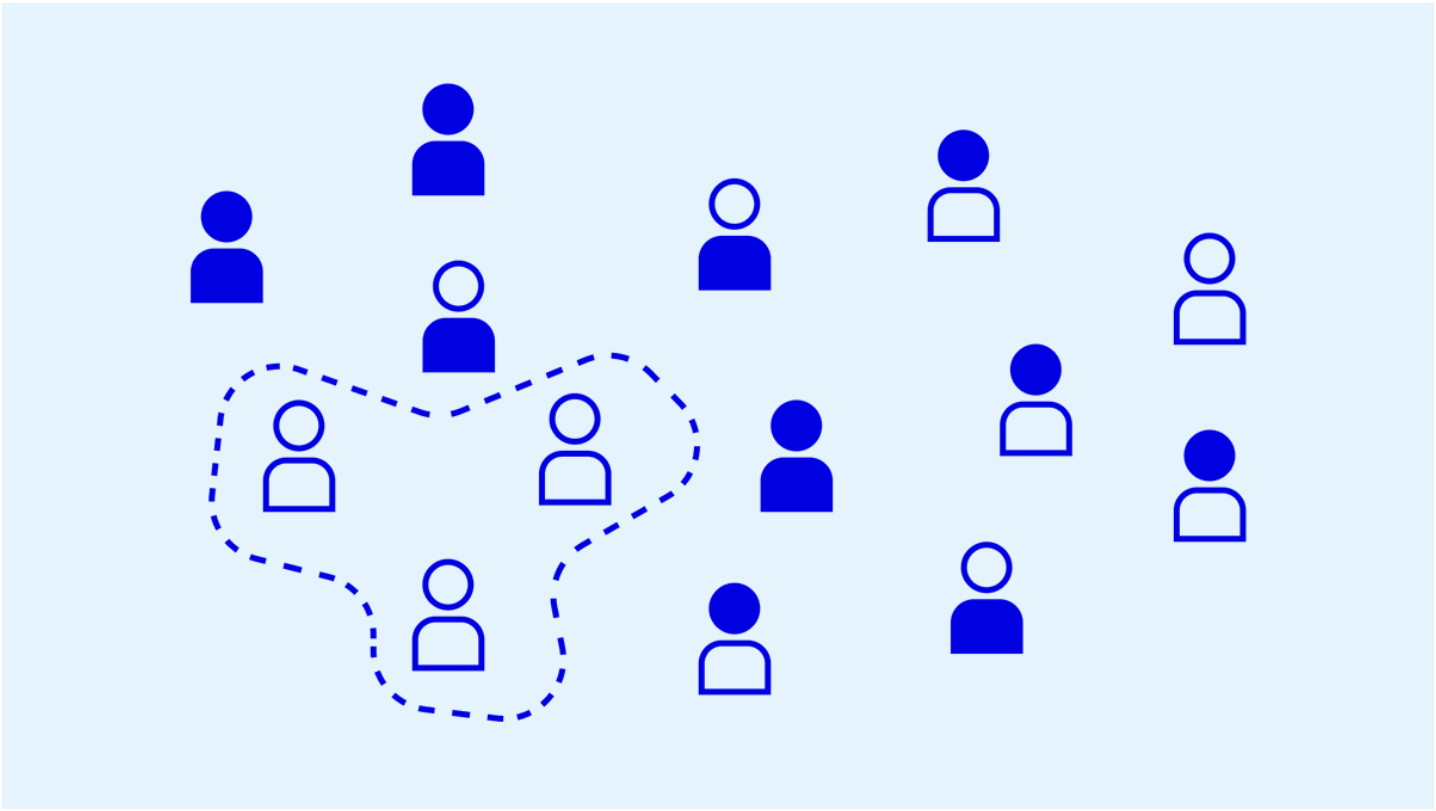
Confirmation bias: Paying more attention to information that confirms your existing beliefs.



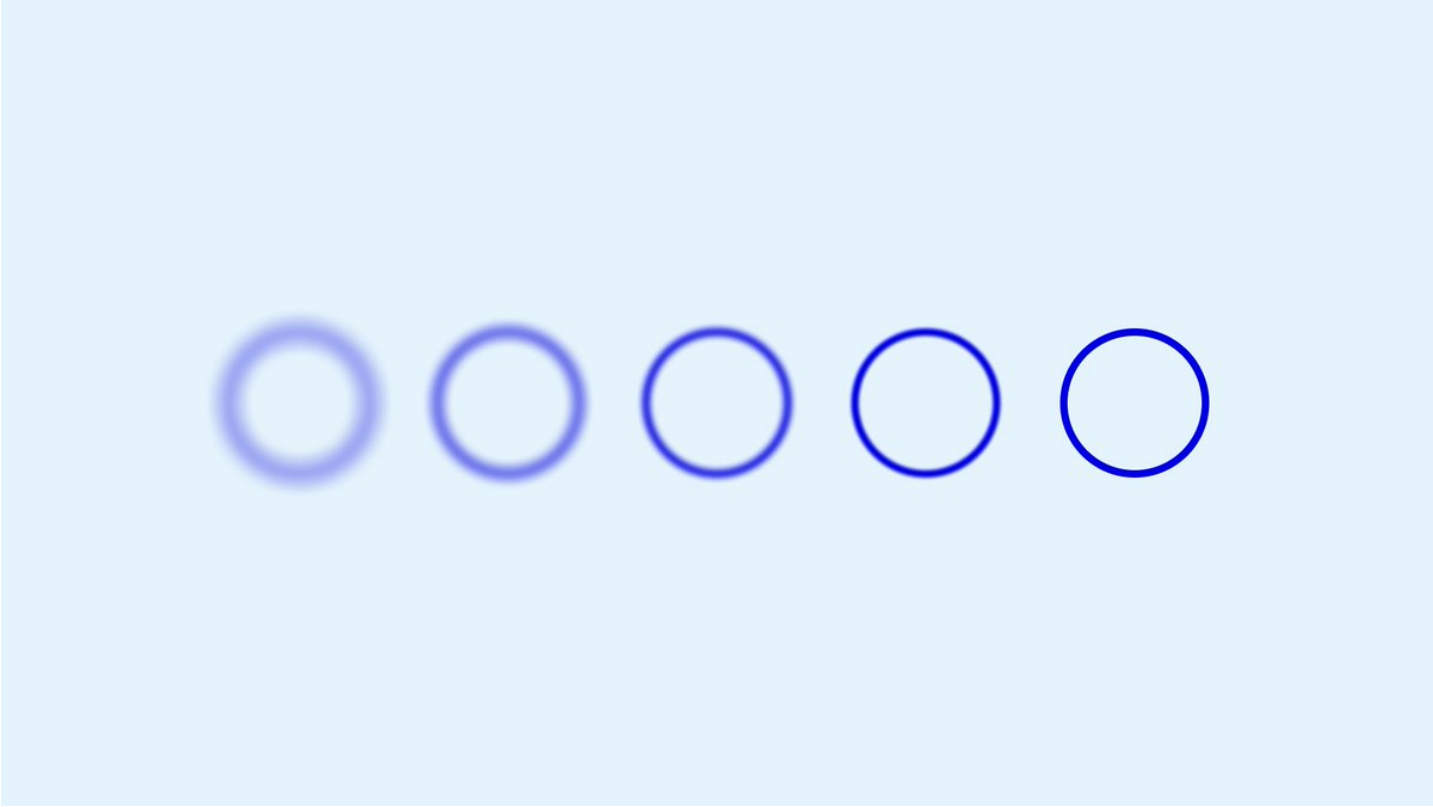
Leading: Giving away the answer you want to hear.



Selection bias: Talking to customers who don't represent your target.



Recency effect: Overemphasizing the most recent conversation you had.



Social desirability: Customers say what they think is "socially acceptable," not what they really feel.

