

## Twitter Thread by Sara Sodine Parr



**Sara Sodine Parr**

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### **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.

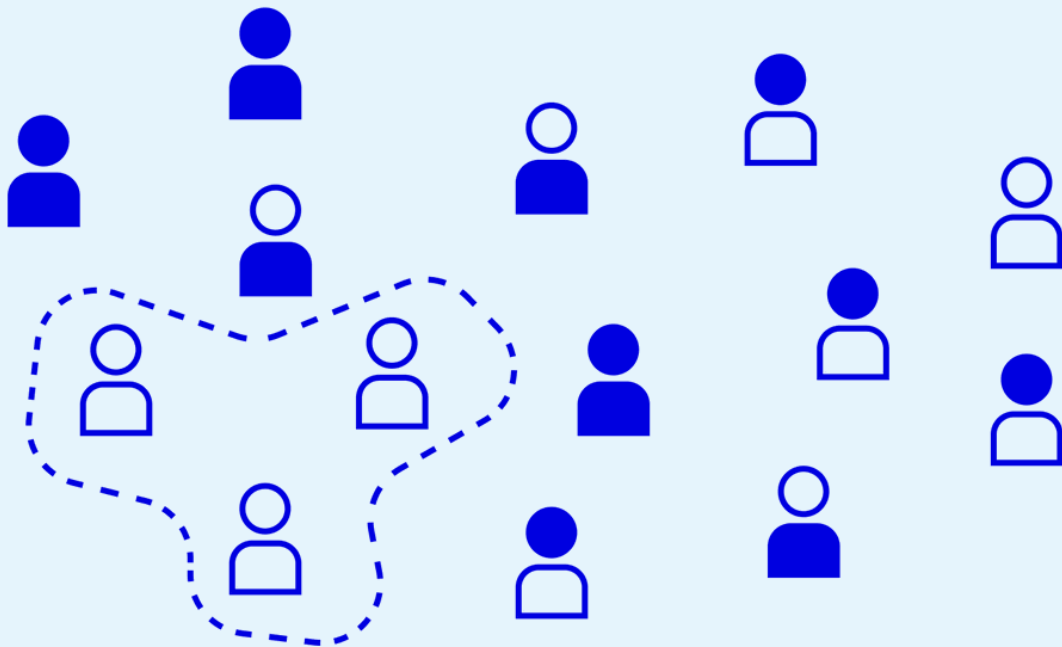


**YOU**



**CUSTOMER**

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.

