

Customer Interviews

Marketing

Getting useful answers rather than polite ones.

Technique.

Do

Ask what they did last time, specifically

Follow the story, not your script

Ask about the problem before your solution

Sit in silence and let them fill it

Record and review the actual words

Avoid

Would you use a product that...

Pitching and then asking for a reaction

Accepting the first, tidy answer

Interviewing only people who like you

Compliments are the least useful data in an interview. A specific complaint is worth a dozen expressions of enthusiasm.