

The world is a giant web of conversations.



With more channels than ever before



— THE —
IMPORTANCE
OF
CONVERSATIONS

isn't new...

- BUILDS UNDERSTANDING
- EMOTIONAL CONNECTIONS
- DEVELOPS RELATIONSHIPS

But five things make it more important today.

- 1 PEOPLE DON'T TRUST MARKETING AND SALES INFORMATION
- 2 PEOPLE ARE OVERWHELMED WITH INFORMATION
- 3 BEYOND PRODUCTS, PEOPLE WANT TO KNOW WHAT IT'S LIKE TO WORK WITH YOUR COMPANY
- 4 EXPLOSION OF NEW "TALK" COMMUNICATIONS CHANNELS
- 5 PEOPLE WANT TO BE HEARD AND HAVE A SAY



Conversations help us make sense out of information, and build trusted relationships.