



How I Work With Your Technical Experts

When I interview your subject matter experts, I'm not just collecting technical details; I'm looking for the business meaning behind those details.

The information that helps your prospects, stakeholders, or customers understand why your technology will make a difference in their business.

Here's how this works. Before we talk, I will explain to your SME:

- Who the audience is (business leaders, not engineers)
 - Why their expertise matters for this audience
 - How I'll use the information they give me
-

The Hidden Business Angles

The best insights often come when an SME mentions something technical and I recognise its business implications.

For example, I talked with an SME about a new enterprise software platform.

They explained in technical detail how a feature automated data entry between two systems, and how it can be integrated into existing solutions.

I asked about its impact and found that it meant fewer errors, freed up staff, and improved compliance reporting.

After all, that's what business audiences care about.

They don't want to know how the integration mechanism works, but what it will enable them to do.

Then I can use some of the technical details as factual backup.

Two Questions That Matter Most

I always finish with:

- "What do people often overlook?"
- "Is there anything you'd like to add?"

These questions almost always bring up extra, helpful information.

Sometimes it's an issue no one's talking about, a trend that others haven't noticed, or a common mistake with significant business impact.

These little details help make your content more memorable.

The result:

Your SME's technical expertise becomes content that business audiences can understand and act on.

Without losing the accuracy that makes it credible.

Sara Edlington | B2B Technology Writer

Email: sara@sandsedlington.com