



The CONNECTION™

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Act Like a Court Reporter

Someone once said, "One of the hardest things to do in life is to listen without intent to reply." Why don't we listen well? Often, it's because when the customer is talking, we start thinking about our reply.

Hold off on the reply. Instead, act like a court reporter. Take mental and written notes on everything your customer is telling you, so you understand the customer's whole story. Then, like a court reporter, use those notes to play back what the customer said --not verbatim-- but using some of the customer's carefully chosen key words and details. Be conversational. Lead in with phrases like:

- *"If I understand you correctly,..."*
- *"Let me see if I've got this..."*
- *"So what I hear you saying is..."*

When you listen well, you capture all of the customer's critical information--much like a court reporter. When you play back what you've heard in detail, you begin to establish a strong relationship with your customer, one based on your understanding of the customer's situation. And when you do reply with your information, your reply will be much more on target.

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