



The CONNECTION™

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Getting Your Client to Open Up, Part Two

Last week, we talked about how you open the dialogue with your customer by inviting them to share what's important. OK, you used a Socratic Opener, and now they're talking. What do you do now? Try listening to your customer.

Someone asked us, "But what if my customer wants to talk about why his kid is flunking out of college? It doesn't have anything to do with what I'm trying to sell him." If the number one thing on the customer's mind is their kid flunking out of college, what do you think will be on his mind if you force him to talk about business? Let him clear his thoughts and focus on why he agreed to meet with you in the first place.

Let the customer drive the conversation. While they're driving, you navigate with your questions. Open-ended questions, questions that begin with "what," "why," and "how," work best to keep them talking. These types of questions encourage your customer to open up and give you longer, more detailed answers. Soon, the customer will move on to talking about what's important to their business.

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