



The CONNECTION™

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Never Assume

Your customer is talking, and you're hearing information you hoped you would hear from them. It's easy to assume you're both on the same track, but beware of making assumptions. Watch out for questions or statements like:

- *"I'm assuming that..."*
- *"You probably..."*
- *"Can I assume...?"*

When you assume, you make it easy for your customer to give you the answer he or she thinks you want to hear. You make it easy for them to leave out specifics that would help you truly understand their situation. You close down the dialogue. And, while you're assuming, they may be making assumptions in another direction that will cause misunderstandings later on.

Never assume. Instead, ask the questions that get your customer to fill in the details. You might even begin by saying, "I think I understand, but just to be sure, what is...?" Then, listen carefully to be sure that what you thought would be the response is really the customer's perspective. That way you're both traveling down the same path-toward finding the best solution for that customer.

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