



The CONNECTION™

July 3, 2008

There's an Echo in Here

Since this is a short week because of the holiday, we want to give you a short tip. You're talking with a customer. They say something intriguing that gives you a hint of an opportunity for you. When they pause to breathe, echo back what they say, and listen to how much elaboration you get.

For example, the customer says, "We're not sure if we have the right pieces in place to really make this change happen."

You echo, "The right pieces?"

Then listen to how much elaboration you get about what those right pieces are, why they don't have them, what would make the situation better, and what they've tried in the past—all information you need to fully understand the customer's situation the way they see it.

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