



## **The CONNECTION™**

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### **Discipline**

Building good customer relationships requires discipline. In our world of Socratic Selling, it's the discipline of using the power of active listening and effective questioning to thoroughly understand a customer's needs. You work to understand the customer's world, and the customer comes first. But that discipline doesn't end there.

To truly build a customer relationship that will stand the test of time, you need to put the customer first at every step of the way:

- As you're listening and questioning- understanding their situation the way they see it
- As you create your solution-linking your solution to what's important to the customer
- As you resolve issues that stand in the way of moving forward- understanding their perspective before you respond
- As you set next steps to move the process forward
- Every time you follow up with that customer

That's the ultimate discipline of building customer relationships based on mutual trust and professional respect.

**Contact Communispond**  
[marketing@communispond.com](mailto:marketing@communispond.com)  
800 529 5925  
[www.communispond.com](http://www.communispond.com)