



The CONNECTION™

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Get Past 'Yours' and 'Mine' to 'Ours'

Here's one simple tip you can use to strengthen your relationships with your clients.

When you're talking to your customer, use collaborative language. Instead of saying "yours" or "mine," use words like "we," "us," "let's" or "ours."

Using collaborative language helps your customer see how you might work together to address the customer's situation. When you get past "mine" to "ours," you create a positive environment that will foster teamwork and build a relationship that lasts long-term.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com