



Building Telephonic Relationships

- P** Polite and Professional Please, Thank You, use the clients name and provide yours
- L** Listen Actively Active listening means you clarify statements and do not assume
- E** Engage Engage in conversation and with the personality type: Expressive, Aggressive, Passive or Analytical
- A** Ask If we actively seek feedback from a client both during and after a deal, we are making it clear that we care
- S** Seek Alternatives Leads to Positive Speech Patterns in other words, What I CAN do for you...
- E** Explain Do not expect the client just to trust - match your words to his expressed needs - conversion phrases

- T** Total Provide a full solution - this makes it easier to deliver on your promises
- R** Remembered Either email or sms the client the follow up or ask them to take notes
- U** Understood Do not move too quickly nor make assumptions, rather pause and ask the client if there are any questions
- S** Simple If we make life too complicated, people simply lose interest, especially around payment and warranty issues
- T** Time-Bound Commit to a time frame and stick to it, these have CPA repercussions

- U** Upright Be upright and undisguised - fair to your client, establish your and your company's credibility - stand tall and be ethical
- S** Self Self Promote, ensure that the client gets reminded of your name, website, email address and maybe set up a site visit

