

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

