Sales & Credit: Is the Bridge Broken?

Establishing & Building a Relationship

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Expectations & Flow

Topics:

- The Role of Active Communication
- Transactional Analysis
- Protect your Customers
- Questioning Strategies
- Telephone Communication
- Dealing with Difficult Customers

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Bonding & Rapport
Is Important Because…

People tend to like people who are similar to themselves.

People tend to trust people who they like.

People tend to do business with people they trust!

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What are some of the biggest Challenges you face working with Sales?

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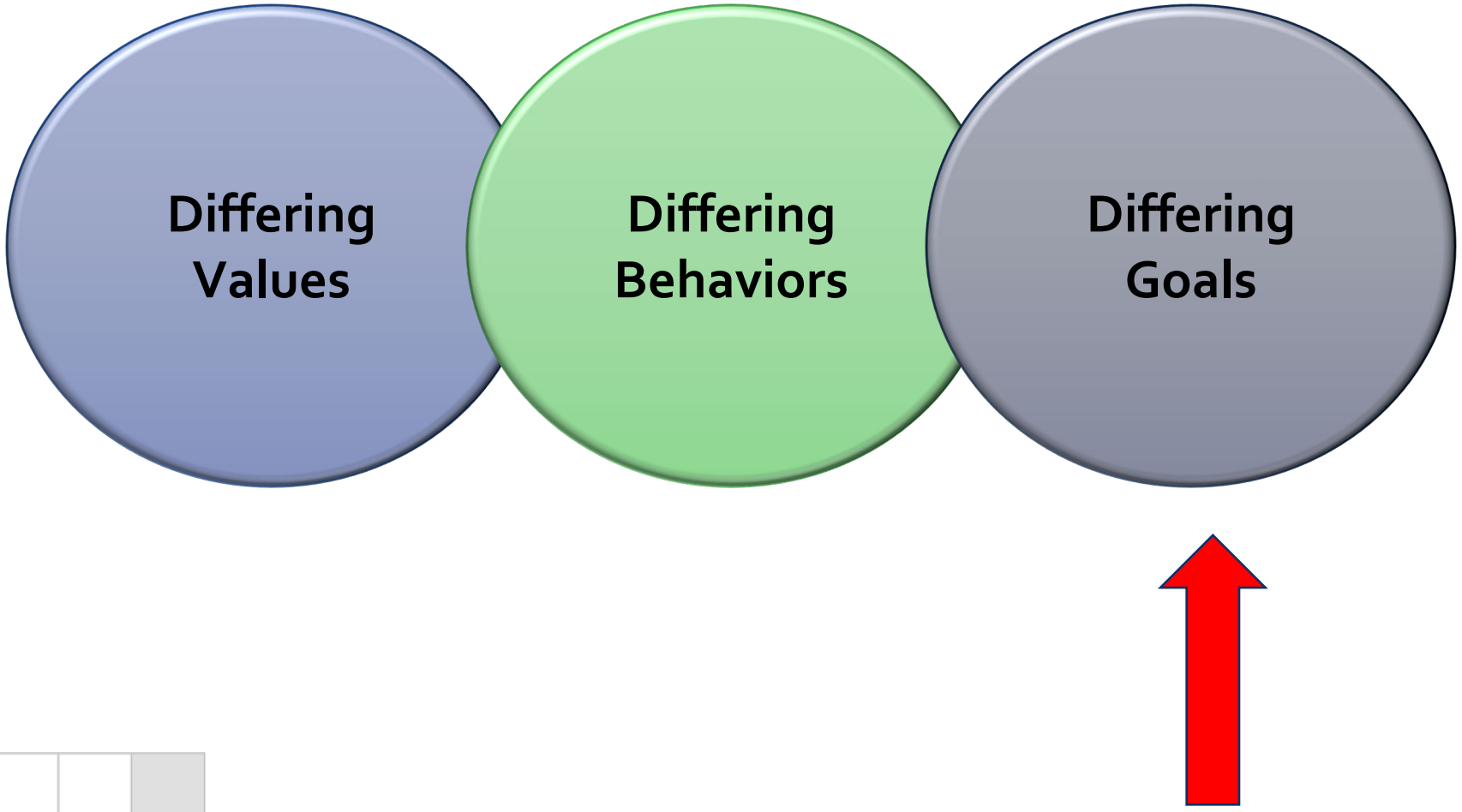
Roots of conflict



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Elements of Communication

Tonality

Spoken Word

Body Language

(POLL)

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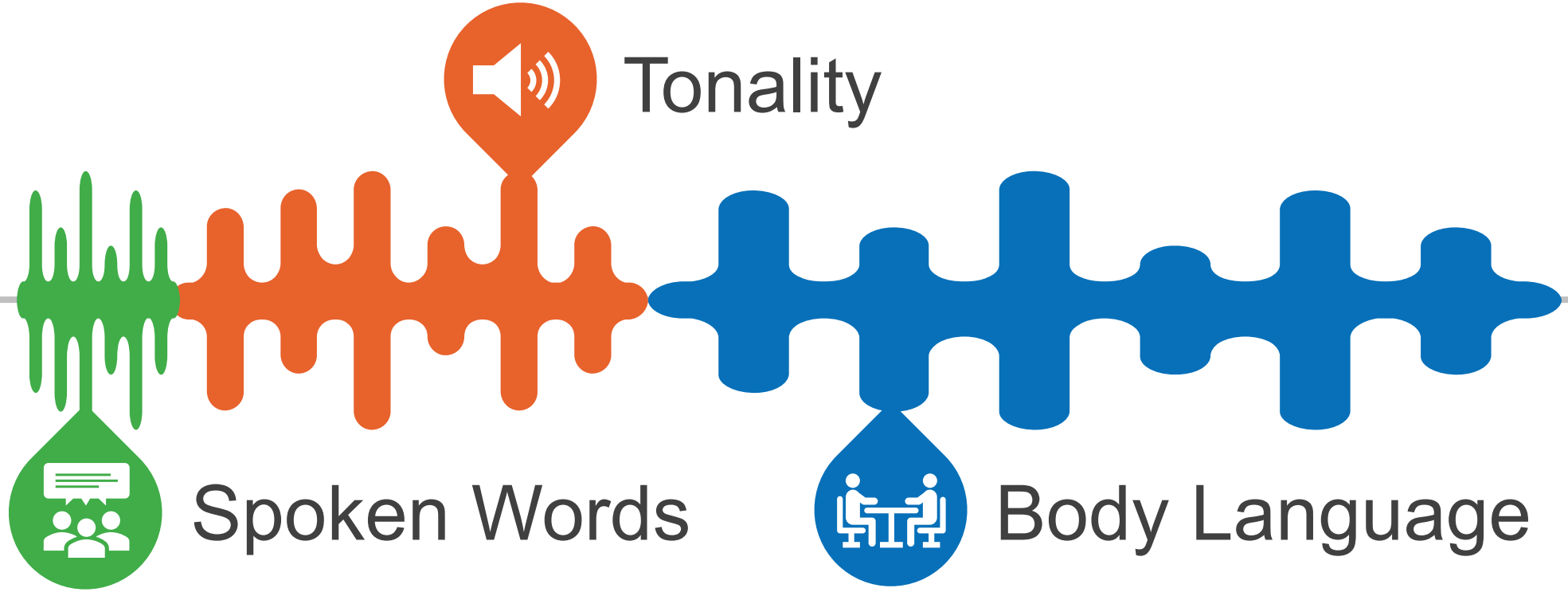
Elements of Communication



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Example:

I did not say they stole the money.

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People Want to Be
Heard and Understood

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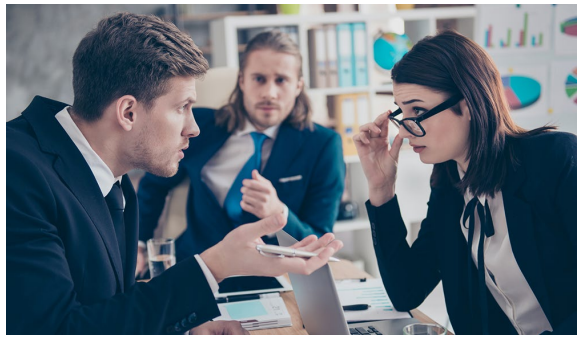
3 Types of Listeners

Active Listeners

Passive Listeners



Competitive Listeners

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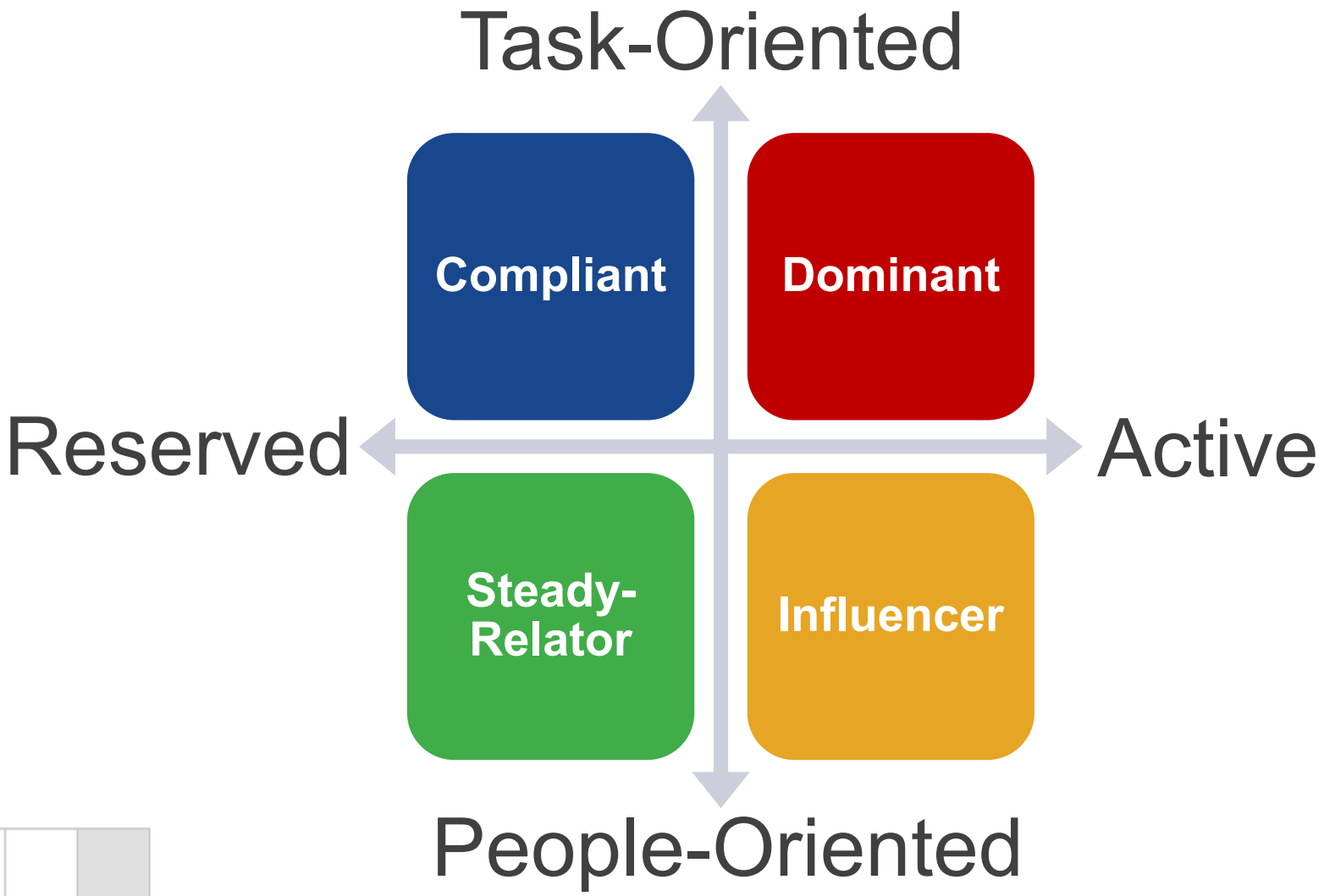
Understanding **DISC**



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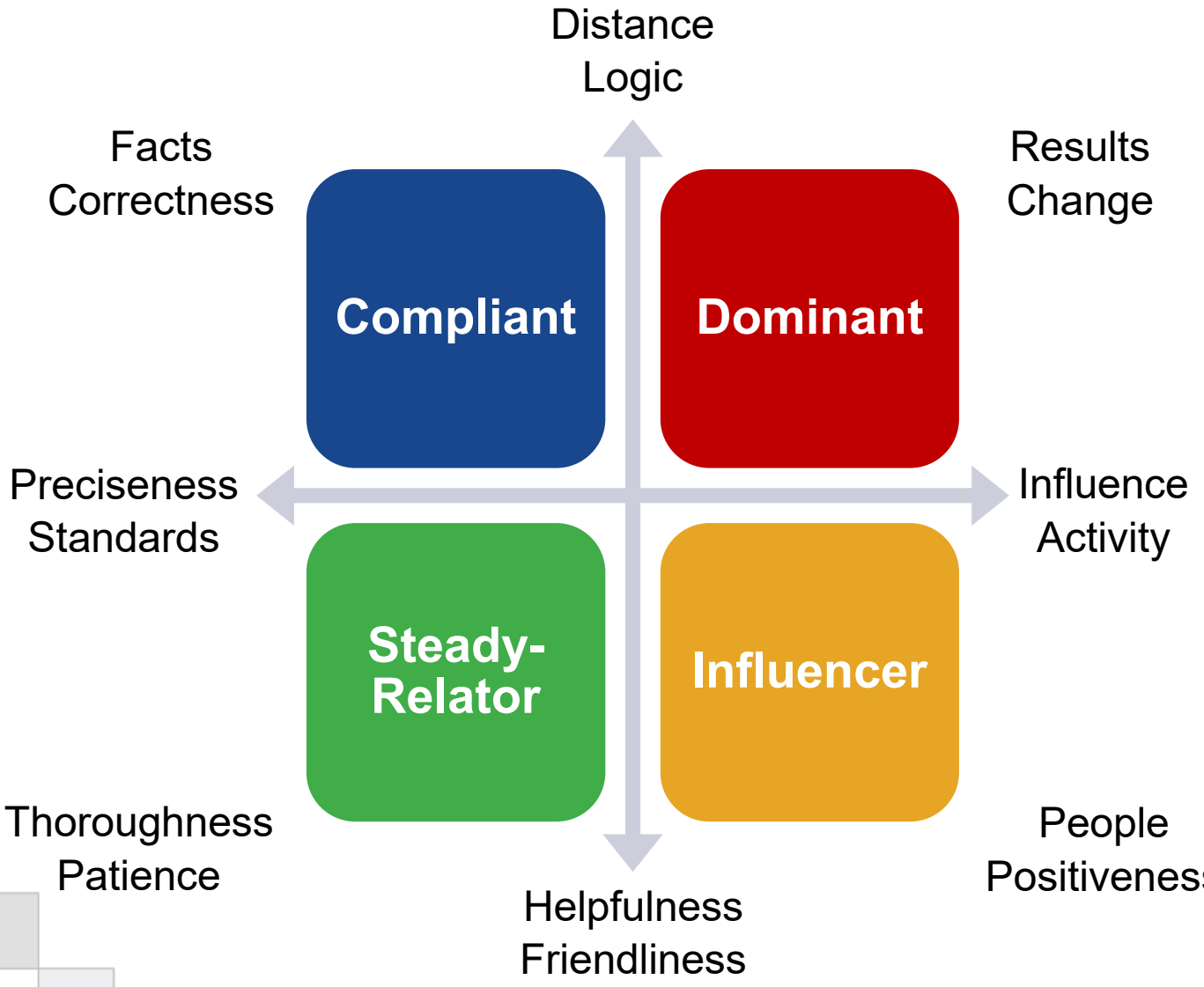
Behavioral Combinations



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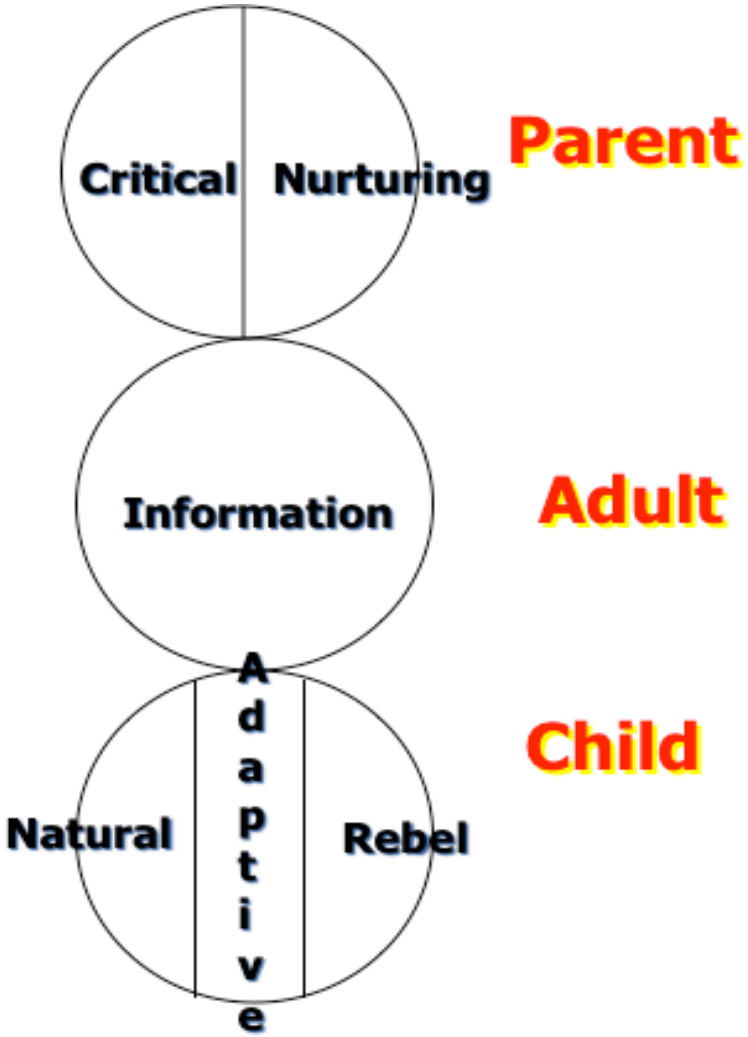
Transactional Analysis – Our Responses!



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OK OK or Not-OK

How do customers sometimes make us feel not-OK or devalued?	How do we sometimes make customers feel not-OK or devalued?

Questioning Techniques – Engaging the Customer

Asking Permission

"Would you mind if I asked you a couple of questions to make sure I understand you situation?"

Dummy-Up Technique

"I don't suppose having an off-site back-up would be of interest, would it?"

Reversing

"Is that a big concern for you?"
"What were you hoping would happen?"

Softening the Reverse

"Good question."
"I'm glad you asked that."
"I understand. Tell me this – if you were me, what would you do?"

Questioning Techniques – Engaging the Customer

Third Party Story and Question

Allows you to set up a scenario that the customer may be able to identify with, and then you can add an open-ended question that engages.

Menu Questions

Like in a restaurant, where you can choose between dinner A, dinner B, or dinner C, the list makes it easy to understand your options.

Presumptive Questions

"When the driver arrived with the damaged package and you told him you wouldn't accept it, what did he say?"
(Use with nurturing tonality to ensure we don't make our customers feel "not-OK."

Telephone Communication

The Customer's Top 5 Needs on the Telephone

1. I Want Your Attention
2. Take Responsibility for Me
3. Keep Communication Simple
4. Please Keep Me "In the Loop"
5. I Need Help! Offer Me a "Next Step" or Solution

Dealing with Difficult People

Sandler's 10-Step Process for Dealing with Difficult People

1. Listen intently.
2. Prove you listened.
3. Remain calm.
4. Validate the customer.
5. Ask questions.
6. Apologize when you've come up short.
7. Be politely powerful with people in error.
8. Deliver a solution.
9. Be politely assertive with unreasonable customers.
10. Thank the customer and check back.

What Ideas do YOU have to Mend your Bridges?

Thank You!

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