

Effective Communication

“Communication is a two-way process. Success is attained when all parties involved have the same understanding of what has been communicated.”

– Zig Ziglar



Getting the customer to do business with you is only part of the equation. Keeping them wanting to come back requires effective communication.

To effectively communicate with others, keep these six simple strategies in mind:

Listen/Acknowledge the request:

- Use active listening skills.
- Use open and closed ended questions to gather all the information from the customer.
- Paraphrase and verify what the customer is telling you.

Commit to a solution and set an agreement/expectation with your customer:

- Explain the solution to your customer and agree to a course of action to accommodate the customer's request.

Action – do what is promised and follow through:

- Follow through builds trust when you continue to communicate with the customer about their situation or concern.

If you can't do what you said you will do, CALL your customer:

- In most cases, when something has gone wrong, we need to talk to the customer to communicate the changes to the original agreement.

Prepare before you call the customer knowing the following information:

- What agreement or expectation has changed?
- What is currently happening?
- Know your customers' present situation.
- What alternate solutions need to be considered (have two solutions in mind when possible – this gives your customers choices).
- Set another agreement and/or expectation.

Follow up – have a system that works to keep your customer informed:

- Anytime something hasn't met the customers' expectations and, after an alternate solution has been completed, it is always best to check in with the customer to ensure satisfaction.