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KEY STRATEGIES FOR

CONNECTING BETTER WITH CLIENTS

In this economy client connection is critical and is the key to long-lasting relationships and competitive advantage.

Welcome to the Trust & Value Economy, a new economy where competition, the market and our competitors have changed. In this economy, what we offer has become a commodity and how we offer it has become our competitive advantage! And how we offer has everything to do connecting with connecting.

Not a task, or something you check off a to-do list, connection is literally an emotional exchange between two people, and the point at which (when done right) your level of influence as a professional increases.

Six Strategies to Better Connect

1 Question –

Ask and you shall receive. If you want to connect with clients, then begin each and every relationship by asking lots of open ended questions; get clients talking about who they are, what is of value to them, what they need and want, and more importantly what they don't.

2 Listen –

Not rocket science I know, but this strategy is often overlooked. Listening is critical because it is the skill we use to show clients we are interested, we care, and we are more committed to their success than our own.

3 Understand Their Style-

Clients are different; some clients are bottom line oriented, some are more interested in information, others are shy and slower paced, while still others like a party and are upbeat and fun. Whatever your clients style, pay attention and adjust your style and expectations to match theirs.



4 Take Action -

On what they want not what you want. Each and every client and potential client we have has an urgent need, while it may not be our urgent need it does not matter. They have told you what is most important to them, meet that need first, and the doors will open for you to offer all the other products and services you want to introduce.

5 Slow Down -

Building relationships takes time, and will not happen overnight. Understand that up front, and then relax and slow down. Connecting is not selling, and to truly connect with clients you need to invest the time and the energy in getting to know them.

6 Target -

Here is a news flash, not everyone wants to do business with you. Another news flash? You do not want to do business with everybody. Want to make connecting easier (and faster) than target and focus on your best clients and choose prospects that share those same qualities.

In a Trust & Value Economy, connecting is the path to profitability. Invest in building your connection skills and watch as your practice and your business grow!

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