

CONFIDENT CONVERSATIONS WITH CUSTOMERS



TIPS ON HOW TO INFLUENCE PEOPLE THROUGH CONVERSATIONS

NO AGENDA = STRESSFUL CONVERSATIONS

Look at as many scenarios as possible before meeting with the customer



DON'T LET PEOPLE RAMBLE

Keep it to the point & add as much context as possible



I'M NOT AN INDUSTRY PROFESSIONAL

Give certainty where there is certainty regarding challenges of running a business



YOU DON'T HAVE TO BE THE SMARTEST PERSON IN THE ROOM

Be very transparent about your knowledge, you don't have to have all the answers right away



KNOW WHO YOU ARE TALKING TO

Approach the conversation accordingly & empower a counter staff



CREATE ADVOCATES WITHIN THE BUSINESS

See conversations as learning opportunities as we can acquire information from every conversation



PREPARE FOR MEETINGS

Know what you want to talk about