

# CAN YOU HEAR ME NOW?

What is good Agent/customer communication? It's a positive connection between the Agent and the customer in which both are actively involved in sending and receiving information. It's communication which results in a clear understanding by both parties of what each is trying to accomplish. Outstanding communication is not as difficult to achieve as you might think. Keep a few basics in mind, and you'll be a persuasive salesperson and a champion communicator.

- **Observe:** Communication is definitely a two-way street. Put on your customers' "shoes" to find out where they are and where they want to go. Read body language, interpret their tone of voice, and understand their moments of silence. Sometimes what you don't hear is just as important as what you do!

- **Ask open-ended questions:** Initially, you don't want "yes" and "no" responses from your customers. You want to gain information about them and their needs so you know what direction to take the sales presentation.
- **Listen intently:** Be sure you really KNOW your customers' needs before you offer answers and solutions. Take time to truly listen, not just to plan what you're going to say next.
- **Match your body language to what you say:** How you look and what you say work together to help your customer form an opinion about you and your products. Make sure the way you look and act reflect your words.

**Once you conquer the basics, take it a step further. Avoid these five common phrases:**

- **"What I want to talk about is..."** Your customers don't really care what you want, but what they want. When you need to introduce a new topic or area of discussion, tie it to the customer's needs. For example, try "So we can find out how best to alleviate that situation..." This puts their needs first, rather than your agenda.
- **"We can't..."** Always use positive language instead of negative. The result may be the same, but the process of getting there is brighter and more upbeat. For example, instead of "We can't have that policy for you until next Thursday" try "We can have that policy for you as early as next Thursday." The positive twist changes the entire tone.
- **"So what you're saying is..."** This can lead to an incomplete understanding or misinterpretation of your prospects' or customers' concerns. Instead try, "Am I correct to understand..?" That shows the customers you're actively listening and trying to understand their needs and perspective.
- **"What you have to do is..."** Customers don't like being told what they have to do or have to buy. They want to make those decisions themselves. Instead, try "May I suggest..?" You'll sound more like an advisor and less like a salesperson!
- **"I don't know how much you know about Medicare Supplements, but..."** Instead try "How much do you know about Medicare Supplements?" Then be quiet, listen, and speak to the customer's appropriate level of expertise.



Communication between branches and United American is just as important as between you and your customers. Please contact us when you have a change in your personal or branch profile that might effect communication. Moved? Have a new phone, fax, or e-mail address? Let us know to keep those lines of communication flowing freely!

Sources: [www.businesstown.com](http://www.businesstown.com);  
[www.sideroad.com/Sales-persuasivecommunication](http://www.sideroad.com/Sales-persuasivecommunication)