Client Communications Workshop

TransForming you from average to good or good to great in client communication techniques utilizing systems.

So you can operate on cruise control while delivering great Client Communications.
Brainstorm Client Communications

- What is it? – How does it work?
- How does it happen going from average to good or good to great?
- Well chosen words, good listener, understanding, needs, trust, confidence, eye contact, smiling, vision, get real,
Client Communication Workshop

- Client Communications Workshop Description and Overview
- Creating your it for client communication
- Six Workshops Weekly Topics
- 1. Client Communication Chain
- 2. Enhancements and Essentials
- 3. Word Power and Response Modules
- 4. Recognizing Comments or Objections
- 5. Questioning Technique + 75 Questions
- 6. Making sense of it all
- We will collectively write and document during workshops an Overall SOP for Client Communications plus an SOP for each weekly topic. When the six weeks of workshops are over you will have 7 - SOPs written for implementation in your business.
- All workshops will be digitally recorded and stored in the archives at www.turnaroun dtour.com plus all corresponding documents and the Power Point presentation used during the workshops. So if you miss a workshops or just want to share or listen again, great news they are available.

In Summary:
- Six 50 minute classes at 11:00 AM CST
- Collective Knowledge sharing and SOP construction
- 7 - SOPs Standard Operating Procedure Written
- Archive Library and Corresponding Documents
- Congratulations you will now have you’re it for client communications!
Your “How to Manual”
Management on cruise control

8 Processes
1. Directional Vision
2. Money Financial
3. Daily Operations
4. Customer Service
5. Client Communications
6. Advertising Marketing
7. Leadership Management
8. People Staff

Okay Gary I can’t tell them to do it, without telling them exactly how to do it!

Who taught you how to do your How to Manual?

Mr. Owner why are you telling your people what to do and you don’t have it in writing?
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The SIX Systems for Client Communication Process

Systems

5.1 Client Communication Chain (SOP)
5.2 Enhancements and Essentials (SOP)
5.3 Word Power (SOP) and Response Modules (SOP)
5.4 Recognizing Comments or Objections (SOP)
5.5 Questioning Technique + 75 Questions (SOP)
5.6 Make sense of it all (SOP)
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Client Communications
Create an SOP

Review Library Online (LINK)
Needs-Based Selling Functions

What the customer needs to know.

1. Information *(SOP 5.1.A)*
2. Understanding *(SOP 5.1.B)*
4. Advice *(SOP 5.1.D)*
5. Assistance *(SOP 5.1.E)*
6. Reassurance *(SOP 5.1.F)*
7. Transaction process *(SOP 5.1.G)*

**See Advertising Marketing Library for more details MK-0060** Your Marketing Strategy (pages 6-8)
Other **Purchase Decision** factors

1. Awareness
2. Purchase motivation
3. Product acceptance
4. Brand preference
5. Purchase transaction
6. Customer satisfaction
7. Purchase **impact (The Key Element)**
8. Personal **confidence (The Key Element)**
9. Experimental – Performance – Value**
10. Conscious Mind or Un-conscious Mind**

**See Advertising Marketing Library for more information**

MK-0030 Customer Perceptions and Behavior
Enhancements

1. Character
2. Stretch words
3. School Zones
4. Short Pause
5. ? Punch
6. Fade
   - Notes: Rhythm, confidence, urgency, voice inflection,
   - What’s in a voice? Worry, panic, flow, buy in, confirmation, tone, not sure,

5.2 Enhancements and Essentials (SOP)
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Essentials for Clarity

• 1. Desire
• 2. Exposure
• 3. Knowledge base
• 4. Understanding
• 5. Application
• 6. Implementation
• 7. Execution

5.2 Enhancements and Essentials (SOP)
• Here at Joe’s auto repair we let the car do the talking. After we inspected your vehicle for the overheating concern. We found the cause to be low fluid due to leaky hoses. We need to replace the hoses, drain, flush and refill with new coolant. We can perform all of this work today for $287.14 with your permission I will start on the service right now. What phone number may I reach you to keep you informed about your vehicle progress?
• Thank you for calling ______________ !
• This is ____________ ! How may I help you?

• Are you willing to hold briefly?

• Let me have your name and number. I’ll make sure he / she gets your message.
“Word Power”

Give Life with your words, words kill, words give Life, they are either poison or fruits you choose.
Good choice, trigger words, think before your speak, expression, over promises,

Trash Can Words!

Industry jargon, demeaning words, beat around the bush, foul language, offensive language, talking to much, questioning and listening game,

What is word power?

Got nothing, choosing words to take the customer through PDC, leading people, explain value, needs versus wants,
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Word List....

- Should – advised, necessary, need,
- Recommend – advised, necessary, need,
- Price – cost to much, value, investment,
- Tell – informed, suggested, share,
- Problem – need, issue, concern,
- Might – need,
- I think
- Seem
- Checked – investigate, evaluate, analyze, inspect,
- Looked
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- Do you have any question? **What questions might you have?**
- Can’t..
- Try...
- No...
- Look at...**Inspected**
- Should and could...**Must or need**
- Tell you...Advise, Share, Partner with them to help them make the decision,
- Problem...**Concern, issue, condition,**
- Might...**Need,**
- Seems...**Immediate attention,**
- Checked...**Inspected**
- Diagnose...**Inspected**
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What are your **CORE** Keys to Success in.. Your Client Communications Word Power / Response Modules

- 1. Get your team involved
- 2. Record your calls
- 3. Create with your team
- 4. Rehears – Rehears – Rehears

5.3 Word Power SOP ([link](#))

5.3 Response Modules SOP ([link](#))

5.3 Sample Response Modules ([link](#))

Client Communication Library ([link](#))
Learn to recognize the difference
Create a Response Module for each one
Define Comment: reaction, expression, silence, body language, long pause, gasp for air, tears, sounds unhappy and reasonable, positive,
Define Objection: being argumentative, negative answer, no, defined responds,
5.4 Recognizing Comments or Objections (SOP)
5.3 Sample Response Modules (link)
Client Communication Library (link)
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Brain Storm Comment and Objection Samples

- That’s to high
- Why do I need to get this done
- I need it sooner
- I don’t have the money right now
- I’m not putting any more money in this car
- Let me ask my wife or husband (deferred decision)
- I don’t have a car to get to work
- I can buy that part cheaper some where else
- I cannot leave my car over night
- I don’t drive the car that much I just use it for getting to work
- May I make payments
- I’m selling the car
I did not want to rebuild the whole car I just want to fix this problem

My car was running fine when I brought it to you

My credit card is maxed out

I think I’ll trade it in instead

My kid uses that for school

Can I do some now and then some latter

If I fix this will every thing be okay then

Your taking all my money

Are you crazy
Sample Comments or Objections

• I believe I can get it done for a lower price.
• I don’t want to tie the car up that long.
• I want to shop around.
• That’s too much money.
• That’s a lot of money.
• I’m not going to fix this car any more.
• I want to trade this car in.
• I want to think it over.
• I’m going to sell this car.
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- Thanks for letting me know you feel that is a______________.
- May I ask you a few questions?
- May I ask you a very important question?
- What makes you feel that’s __________ money?
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Questioning Technique + 75 Questions

• Tie down questions are our friends......
• The art of asking questions...
• Ask emotional questions....
• Create a head nodding rhythm...
• Build a buying mood.........
• Set the tone for a YES.........
• May I ask you a few questions?
• May I ask you a very important question?
• What makes you feel that’s __________ money?
• **SOP** 5.5 Questioning Techniques & 75 Questions
• **SOP** 5.3 Sample Response Modules ([link](#))
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Making Sense of it ALL

1. Purchase Decision Chain
2. Enhancements and Essentials
3. Word Power and Response Modules
4. Recognizing Comments or Objections
5. Questioning Technique + 75 Questions
   5.6  Make sense of it all (SOP)
Purchase Decision Chain

• Decision making process in the customers mind, including emotional and logical, do people make decision emotionally and justify with logic,
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- Enhancements and Essentials
Client Communication Workshop

- Word Power and Response Modules
Client Communication Workshop

- Recognizing Comments or Objections
Client Communication Workshop

- Questioning Technique + 75 Questions
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• What are your **CORE** Keys to Success in...
  Your Client Communications

  **Making Sense of it ALL**

• 1. Preparation – Rehearsal - Execution the presentation
• 2. Learn it - Use it - Teach it
• 3. Documented
  
  5.6 Make sense of it all (**SOP**)
What do we know about Client Communications?

Very - very important, where is the vehicle in the process, web cams, right now thinking, expect to be told, it can build or destroy trust, ask before you present maintenance items, the ask or tell about items, word selection, positioning of what you need to talk to the client about, get to know each clients way of doing making decisions and behavior,
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First being able to read people, interviewing the client taking them from a customer to a client, converting their thinking and action and desire, we have to fix their heads, we need people skills, where we find customer friendly people other business, rental car counter, waiter,
Define Client Communications:
Being able to look someone in the **eye** and talk to them not at them, being able to **listen** and perceive what the client is saying, the customers are **interviewing** us, sizing us up to see if they want to do business with us, key questioning skills, we want you to come in attitude, phone demeanor,