What is a best practice to communicate with your client?

What is a best practice with sales to communicate with a client in the service industry? What is not a best practice to communicate with a client? These are questions that are continuously asked of and by sales professionals to those that are highly successful at completing sales with clients. This is a question that has a myriad of suggestions and ideas from sales gurus and the majority of answers seem to never resemble one another. They may have similar suggestions however each is different. This opens up another can of worms concerning what is best and how to communicate with clients.

Discovering your niche with clients establishes the common ground that is held by the sales professional and the client. When you discover common ground with the client or clients the sales process becomes easier. Frequently the common ground is found through questions that revolve around observation. Notice your surroundings and comment on them and this will create conversation that gives information to the client's psyche. Once the sales professional unearths how the client arrives at making decisions the communication becomes straightforward and the message is delivered in terms that is clearly understood.

This is where the science of selling commences with the psychology of sales and what motivates the buyer. It is amazing that most sales people want to skirt this issue and dance around the all important question of why do you want or need this product or service. Many questions are asked when one question suffices and that question simply is asking what your reasons for taking action today are? Typically a service technician believes the client is making a repair or replacement today because the product is no longer working properly for him or her. Rarely is that the case by and large the product has failed for many days if not weeks prior to the client calling a service provider to take a look at the issue. Asking; what made you decide to take care of this today will by- pass the wasted time involved with beating around the bush trying to guess or wasting the client's time by asking silly questions. Often times a simple question is the best question that is asked to uncover the motivation of a client. This question is certain to gain a response. People love to talk and justify their reasons. This type of question qualifies the client quickly to budget, their wishes today and if they are a client for the organization and sales service technician.

Unearthing more needs and wants require that the sales professional ask questions. This necessitates that the sales professional listens and hears the client's words and understand the real meaning of their spoken words. Understanding how the client uses the product and service and how the client wants the product to surpass expectations for them gives the sales professional the proper information. The purpose of these questions is to enhance the client's quality of life by giving them a product that will include all of their uses for this product.

Naturally a best practice is to ask questions that will allow your client to open up and answer the question without answering yes or no. These questions are called open ended questions. Open ended questions are used to gather information. Why, what, and when, where, how leads the client to comment with statements instead if a simple yes or no.

Once the information is gathered follow that up with closed ended question to verify that the sales service technician has understood the client's meaning. Closed ended questions can be answered simply with a yes or no.

A best practice to communicate with a client depends on the makeup of the client. Some clients need nurturing others need to be informed yet others need to be convinced. By discovering this early on during the sale it will create more good will towards the ownership exchange and it will be more enjoyable for the client. Realize what makes the client tick and unlock the proper sales process that helps guide the client to a great decision.

The time is now to start asking the proper questions that releases the sales process and allows the ownership exchange to move forward.