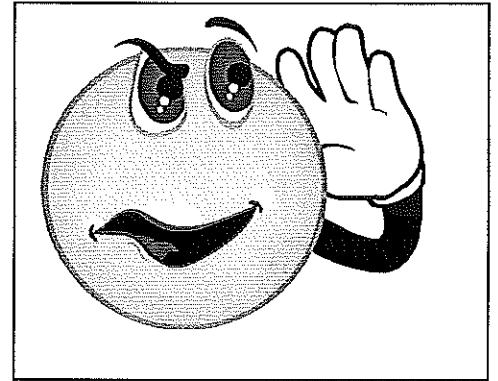


Simple Tips to improve your

LISTENING:



1. Acknowledge the enormous power and benefits that stem from carefully listening to others.
2. When the customer talks, stop doing whatever you are doing.
3. Stay 100% focused on the customer. Do not allow yourself to be distracted.
4. If you face the customer in person, establish frequent eye-contact, but without making him feel uncomfortable.
5. If you deal with the customer over the phone, close your eyes or focus them on a fixed spot.
6. While the customer is talking, write down key words in a sheet of paper. This will help you retain the main ideas.
7. Never interrupt a customer! Be cautious and let him finish talking.
8. Keep your emotions in check. Sometimes we don't like what we are told, but if you get carried away, your focus will shift from what's most important: the customer's feelings.
9. Don't jump to conclusions until you have listened to everything the customer had to say.
10. Read the customer's body language and tone of voice. Sometimes they speak louder than words.
11. If something is not well understood, ask the customer to repeat it.
12. Rephrase and double check with the customer.

Try to implement as many of these tips as possible in your everyday life, as they will help you provide a better service, make your communication with others more effective, and afford a better understanding of what customers expect from you, making them feel more satisfied and content.