

# Effective Ways to Communicate with Customers

written by Lauri Moon | July 12, 2023

*Successful communication drives customer satisfaction, loyalty, and retention, improves problem resolution, enhances the customer experience, increases sales and revenue, contributes to brand reputation and differentiation, and provides valuable customer insights. It is a critical component of building successful and sustainable customer relationships.*

Customer communication should be intuitive—so why are there so many different approaches? Unfortunately, not all customers are the same, and it takes some experience to learn how to effectively adapt to each one.

Effective communication is not only about being polite (yes, that's important, too), but also about knowing how to create a safe environment for people to share what is important to them. It is possible to become a better listener and more persuasive at the same time, resulting in better relationships and increased sales. The process starts by slowing down, stepping back, and exercising more self-control in order to create a better customer experience for everyone.

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## What You'll Learn

- What customer communication is all about
- Customer communication Best Practices
- The power of The Pause
- How to be persuasive with customers

## Who Should Attend

- **Sales Representatives and Account Executives** responsible for engaging with leads, managing accounts, and closing deals who want to gain valuable

insights and techniques to enhance their closing skills, negotiate effectively, and overcome objections

- **Business Development Professionals** responsible for identifying and pursuing new business opportunities and need techniques to effectively close deals and win new clients or partnerships
- **Sales Managers and Directors** who want to understand best practices for closing deals and provide guidance to their sales teams
- **Business Owners and Entrepreneurs** who would benefit from learning effective strategies to close more deals, increase conversion rates, and drive business growth

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## Instructor



**Aaron Jacobs** is a professional sales process improvement consultant, founder of Scorecard Sales, and creator of the mobile app *Scorecard* used by salespeople to improve sales processes, boost productivity, and achieve great results. Aaron has an equal passion for both business and teaching. He has enjoyed a long career of training, coaching, managing, and mentoring business professionals from all types of industries and backgrounds. Aaron's philosophy is whether you're selling, project managing, or leading when professionalism and process are applied, great results are achieved. "Sales is my craft and I love everything about it. I've held various positions in numerous companies from CEO, COO, and of course Sales Manager. No matter what I do, everything comes back to sales. I enjoy selling very much, but my favorite thing is coaching others so that they become as passionate about sales as I am so that great results begin to come naturally."