



Building Success. Together.

influential client conversations

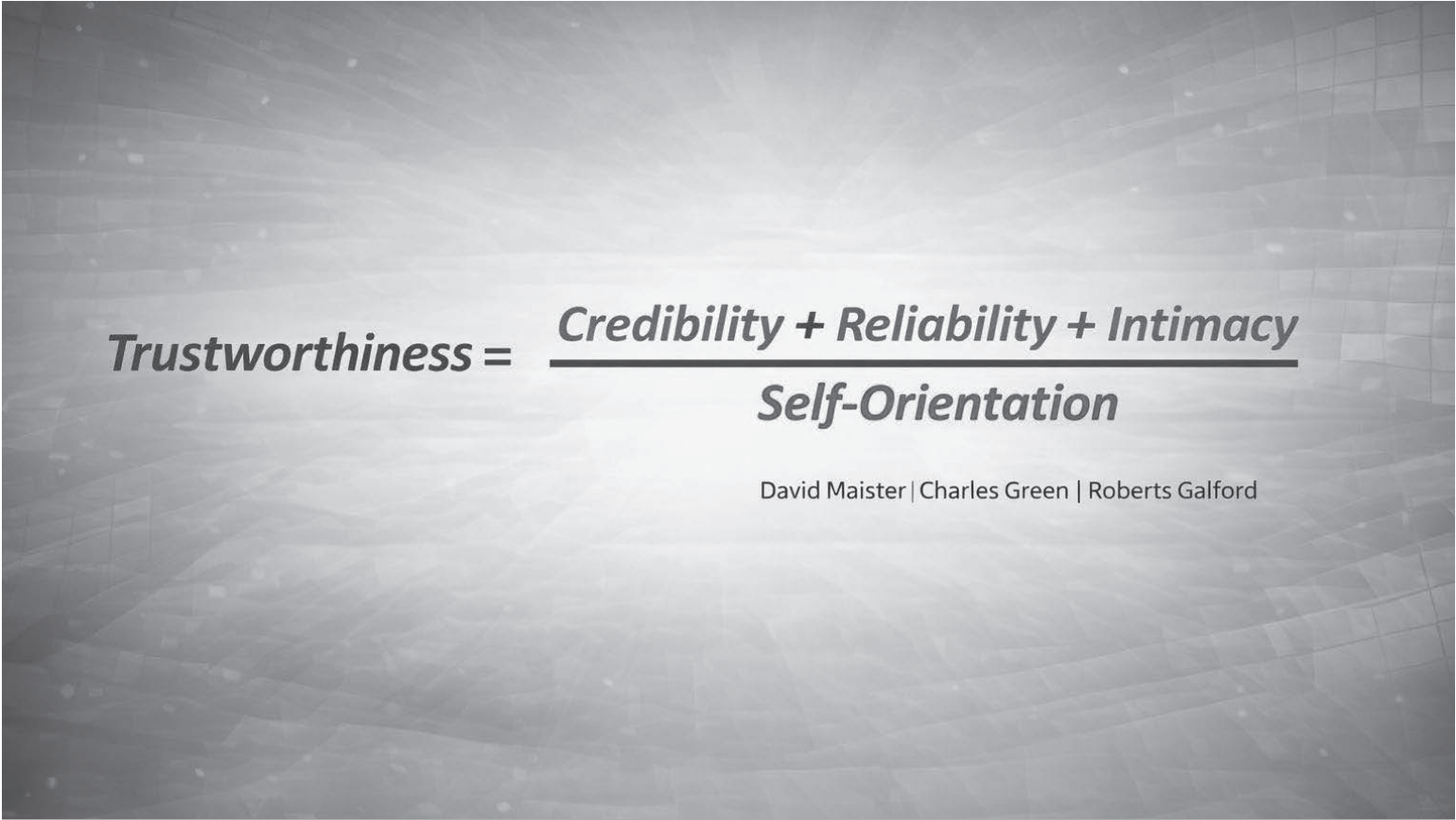
navigating business discussions

Vernon Roberts

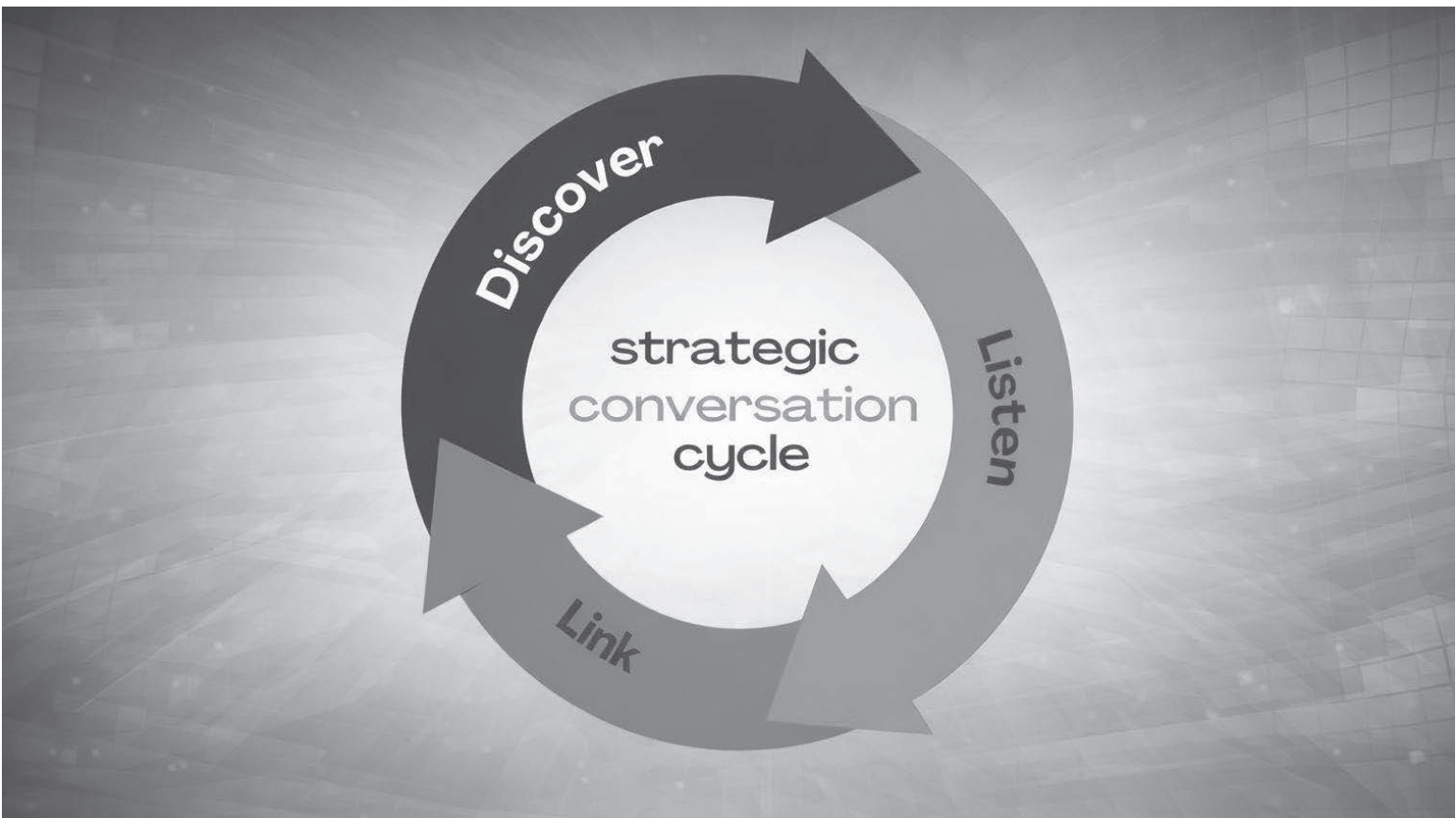
Executive Communications Coach



3 influence tools


$$\text{Trustworthiness} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}}$$

David Maister | Charles Green | Roberts Galford





3 influence tools

be genuinely
curious

3 influence tools

respond with
empathy

show you are
listening

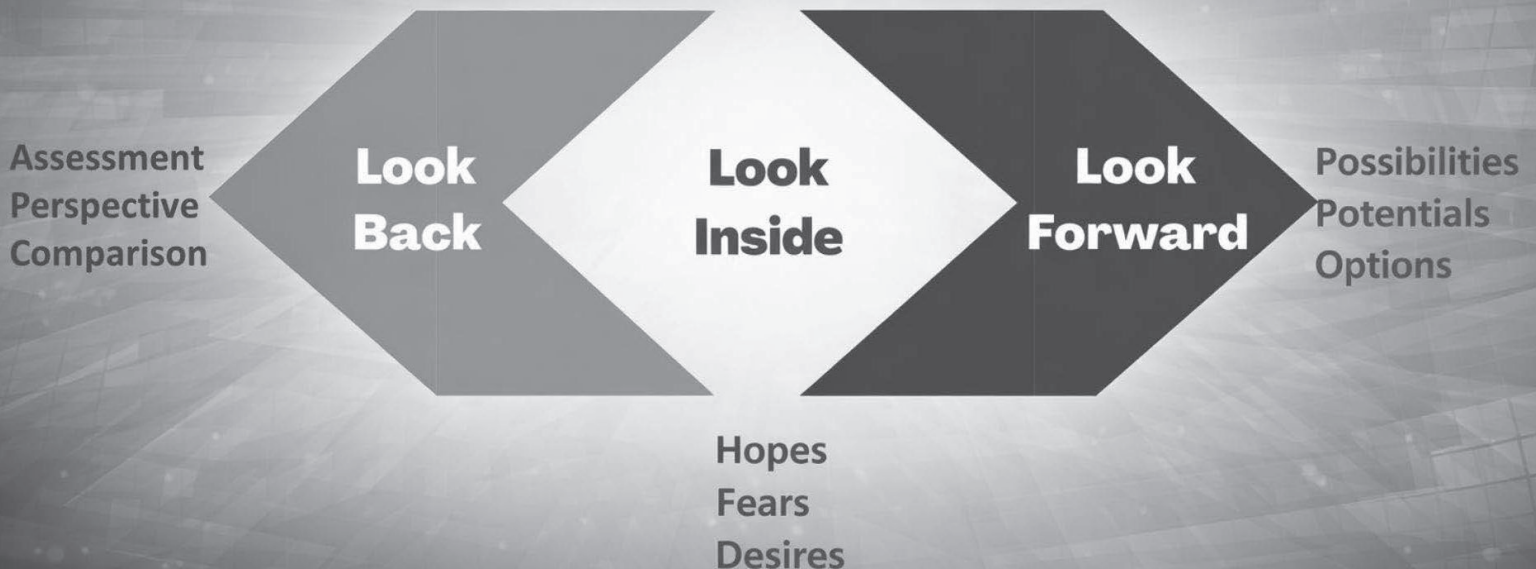
1 be genuinely curious



strategic questions FRAMEWORK



Focus questions on ...



Strategic Question Examples

- **Looking Forward [Possibilities, Options]**
 - If you had to cut your remodeling budget in half, **what would** you do?
 - If you could launch any product, **what might** it be?
- **Looking Back [Assessment, Perspective]**
 - **What do you see** as the negatives for slowing growth?
 - **What are your** 3 most important business priorities?
- **Looking Inside [Desires, Fears]**
 - How does this **impact how you are seen** as an industry leader?
 - When you look at your current year's goals, **what worries you**?

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2 show you are listening

Conversational Links



Listen carefully to the client's response



Respond with a substantive comment



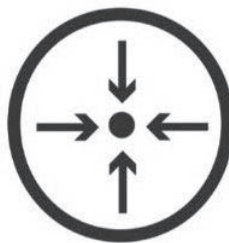
Ask a follow-up question or direct

- ✓ It demonstrates you are listening
- ✓ Values the listener's response
- ✓ Set's direction for discussion

The **four ways** we listen ... and it's a habit we create



CONNECTIVE
LISTENING



REFLECTIVE
LISTENING



ANALYTICAL
LISTENING



CONCEPTUAL
LISTENING

3 respond with empathy



CAP the Objection



CAP the Objection



CAP the Objection

Evaluate

Connect

BUT

Answer

Positive

- Empathize
- Let them know they are heard
- Be sincere

CAP the Objection

Evaluate

Connect

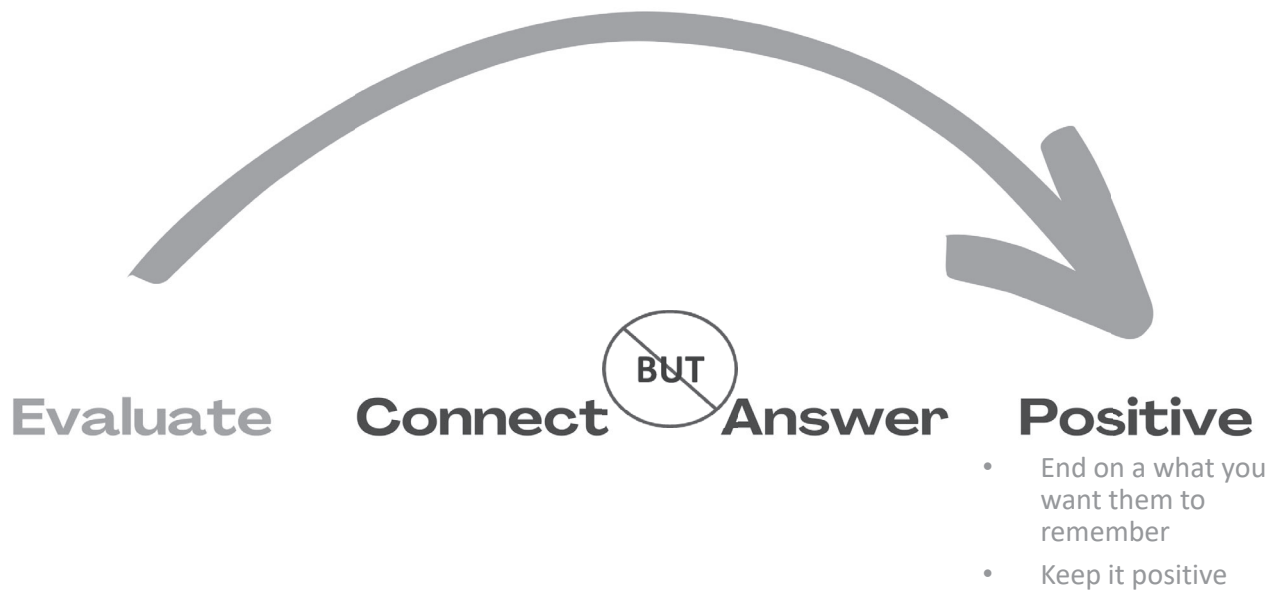
BUT

Answer

Positive

- Keep short
- Don't be defensive

CAP the Objection



Challenging

Question Prep

NAME

eXtraordinary communications

Question	Evaluate	Connect	Answer	Positive
Can our in-house tech team install this equipment?	Carol is from finance and that's her focus Clarify with "Tell me what you are thinking"	Carol, I know it's important for you to stay within your spending allotments for this year.	We have several finance options that can reduce the pressure on your budget for this fiscal year.	Let's set up a meeting where we can share these options with you and your team. What days next week are available?

Why is this a concern for them?

Empathy Statement Example

- **Evaluate**

- The client needs a line of credit to fund inventory growth

- **Connect w/ Empathy Statement**

- “I know your business is growing and cash is tight”

- **Answer**

- “The challenge is that your inventory isn’t turning fast enough to pay back your line of credit.”

- **Positive**

- “Let’s talk about some other methods that would provide cash to support your inventory growth.”

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Empathy Statement Example

- **Evaluate**

- The client wants to renovate their store

- **Connect w/Empathy Statement**

- “Remodeling your store is important because it will help foot traffic.”

- **Answer**

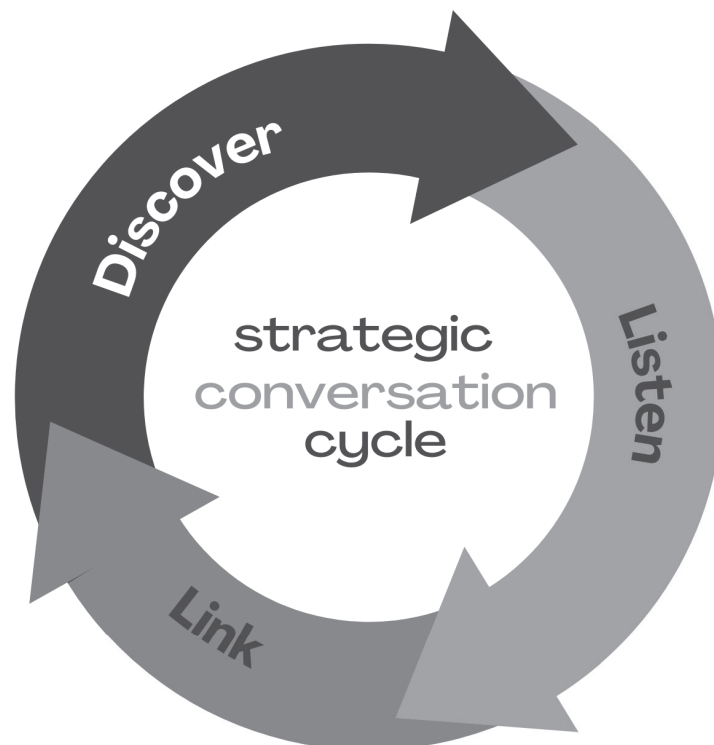
- “What we found was that your cash flow to repay a remodeling loan wasn’t sufficient.”

- **Positive**

- “If we reduce the loan amount to meet requirements, what improvements would you be able to do and still meet your foot traffic goal.”

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Share your
Empathy Statement
with a partner



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