

ASSOCIATE TIPS

Building Positive Relationships with Your Customers

By Colin Yeow, Master Associate and Deputy CEO of Emergenetics

Opening a new door to a customer is one thing. Building long-lasting and positive relationships with customers is a different thing altogether. Though sometimes considered far more difficult and time-consuming, the benefits to having a customer who is also a friend, are far and wide.

Let us take a look at how we can achieve better relationships with our customers the Emergenetics way!

KNOW THYSELF, KNOW THY STRATEGY



An enhanced self-awareness sets you up for success because you know how you naturally come across to others! Develop a strategy to enhance what people perceive of you to create greater appeal to customers!

Tip: Spend time reflecting on your profile. The [Emergenetics+ mobile app](#) is a good place to begin – use the coaching strategies as a base to develop your own personal strategies for success!

ASK QUESTIONS



One of the best ways to understand your customer is to allow them to talk. One of the best ways to get them to talk is to ask them questions!

Tip: At the start of a meeting or phone call, ask an open-ended question such as “What would you like to take away at the end of this session?” Note their answers, understand their preferences and respond accordingly.

KNOW YOUR AUDIENCE



Take the time to understand where your customer is coming from instead of making assumptions or engaging them purely from your preferences. An Emergenetics profile is probably the fastest way to understand how to relate to your customers.

Tip: Where possible, offer a profile to your customer, especially if they are the decision maker(s) - it may be a worthwhile investment.

TAKE A WEAPPROACH



Using the *WE Approach* means being aware of how you naturally communicate, and to ensure you are intentional in honouring all 7 attributes.

Tip: When you respond to your customers – either in-person, or over the phone – consciously do so using the *WE Approach* – taking into account how each of the 7 attributes prefer to be engaged.



ADD VALUE

Recognise that the customer, like you, will have preferences! They may be similar or dissimilar to you. Look for ways to value-add to the conversation.

Tip: Once you understand where your customer is coming from, provide suggestions or input that may not have been discussed. Use the Emergenetics framework as a way to guide the conversation so that all perspectives are covered!



GO WIDE

After some time of going deep, it is probably a good idea to ask your customer for help in going wide – getting referrals across the organisation or outside the organisation! You'd be surprised how eager they will be in helping you!

Tip: Approach in a way that appeals to the customer – by now, you would probably know them or their profile well enough! Reaching a point where your customer is helping you as well probably means that the relationship is mutual and sustainable!



GO DEEP

It helps to review an engagement with a customer on a regular basis in order to continue developing the relationship. It will probably lead to a recurring sale and leave you with a customer-friend for life!

Tip: Look for ways to “emergineer” the organisation – develop ideas and ways to go deeper and wider with the use of Emergenetics. Provide suggestions via email or a phone call every couple of months in order to keep yourself in your customer’s minds!



If you would like to find out more about implementing any of these tips in a workshop or programme, please contact **Colin** at colin.yeow@emergenetics.com.