



MDS TELE-SERVICES NEWSLETTER

Improving Customer Relationships

Good relationships with your customers are crucial, whatever business you are in.

However, this is not just about products or services. It is about emotions. Therefore, rather than treating customer relationships as just business, think of them as emotional interactions between you and your customer.

There are three aspects to this:

1. Self-awareness

You can't be emotionally open if you're not fully aware of your own feelings. Self-awareness allows you to understand and identify the emotions you're feeling and predict how those emotions might affect your behaviour. You can compensate so that you don't do or say something that you'll later regret.

For example, if you're frustrated that a customer wasn't cooperative, it might affect your next customer call. However, if you're self-aware, try to change to a positive mind set and smile!



2. Empathy

Empathy is the ability to feel what the other person is likely to be feeling.



For example, you discover that the customer's firm just announced layoffs. It would be empathic to imagine the fear that would cause, and decide whether the customer would prefer to commiserate and complain or be distracted from the entire situation, by discussing the purpose of the call.

3. Realistic Optimism

To have successful relationships with customers you obviously need to satisfy their needs. However, in addition to their business needs, they will also have emotional needs, such as needing to be reassured that your company is reliable. This is achieved through realistic optimism.

Firstly, be realistic about the customer's actual situation and needs, and don't assume what you are offering will be the ideal solution.

Secondly, find out what the customer would ideally like to change. This is being optimistic.

Thirdly, work with the customer to change things from the present situation to what the customer really wants. Use your self-awareness and empathy for the customer to help you do this, rather than just concentrate on your business's products and services.



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- **Customer Relationship Building**
- **Appointment Making**

- **Market Research**
- **Database Cleansing**

We aim to work in partnership with our clients by offering cost effective, flexible marketing packages to suit all budgets

Contact us to find out how we can help you fight for your corner of the market.

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