

Practice Applying Empathy

Scenario One

Customer Linda answers the phone and responds to your questions with short one-word answers.

When you let her know you have some updates to your product line, and would like to stop by to walk her through some that would be beneficial to her company, she brushes you off.

Review

- What emotional state do you believe your customer is in?
- What is the customer challenge?
- What actions can you take to connect or relate?
- What is your next step?

Scenario Two

Ricardo is a long-time customer, and your most profitable. He is getting ready to sell the business and it seems to be top of mind every time you meet. Today, you're doing a video-call with Ricardo and his team about a new line of computers, a huge investment. The team wants to make the investment, but Ricardo doesn't.

Review

- What emotional state do you believe your customer is in?
- What is the customer challenge?
- What actions can you take to connect or relate?
- What is your next step?

Scenario Three

You're meeting a new prospect, Samantha, for the first time. She's just taken over the company from the previous owner. They are in significant debt and her top two executives have just resigned.

Review

- What emotional state do you believe your customer is in?
- What is the customer challenge?
- What actions can you take to connect or relate?
- What is your next step?