

Conversational Do's & Don'ts

Do

1. Be polite.
2. Remember it's about them, not about you.
3. Remember that the power is with the person that asks the questions, not the one who makes statements - so ask questions.
4. Do have a genuine interest to both learn about them, and help them.
5. Do have warmth in your voice when you speak with them, in person or on the phone.
6. Do look to offer value, that means having an attitude of 'giving' rather than 'getting'.
7. Remember people don't care about how much you know, they want to know how much you care.
8. Do look like you want to be there & are engaged
9. Do your due diligence on their business.
10. Also remember that your time and services are worth charging for, so whilst you may verbally share a lot, you only work on their business when they have paid for you to.
11. Choose 'can do' words, and 'active' language, as opposed to passive language.
12. Do make eye contact when speaking to them face to face - without eyeballing. Simply remember to look them in the eye from time to time.
13. Do speak with a clear voice, which is easily achieved when you remember to put your shoulders back and hold your head high.
14. Do be clear in every conversation and meeting what your desired outcome is for that interaction ie: initiate a professional connection, secure a meeting, agreement to present a proposal, convert to a client, receive payment, get feedback/agreement on work presented, upsell to more services. Value is hand in hand with each interaction.



Online Local Hero

Don't

1. Be afraid, they are as human as you.
2. Don't forget it's about them, not you, not in this instance.
3. Don't make statements about their business as if you already know, even when you've done your research, remember to pose it as a question, not a statement, for them to confirm or refute it.
4. Don't look to sell, as in your primary driver is to sign them as a client, that will come when you offer value.
5. Don't ever list your services.
6. Don't mention prices until they ask, and as a rule of thumb, let them know you'll come back to them based on assessing their unique needs.
7. Don't share your concerns or worries. Remember you can do anything, even if you are not sure of the how as yet. Choose active rather than passive language.
8. Don't let your nervousness be apparent, if you're nervous, think of the analogy of a duck gliding across the water with the feet we don't see furiously paddling them. Don't let the prospect or client see your paddling feet.
9. Don't mumble, or avoid eye contact.
10. Don't be too cool for school or too familiar with them.
11. Don't be a performing seal in the bid to wow them with your brilliance, conversely don't look to them to draw you out of your shell & tell you how wonderful you are.
12. Don't allow yourself to ever be a punching bag for a client, whilst this happens very rarely, there is never a reason for a client to project their emotion onto you.
13. Don't let the client know if you are having internal issues. You must always seem as if you are in control of the process. Don't look to have them side with you against errant programmers. As it will diminish you in their eyes.
14. Don't forget to charge. People will look to get as much as they can for nothing. Value yourself whilst giving them optimum value.

