Understand what each customer wants, and what motivates them. Find the center of their thoughts, feelings, and actions. Ask open-ended questions and listen to their answers.

What tips would you offer for effective communications with customers?

Remember that people don’t listen with an intent to understand, they listen with the intent to respond. Keep communications short, sincere, and honest.

Know the generation with whom you’re speaking. Language could mean different things to different generations. Communications goes beyond your words to include symbols, facial expressions, hand gestures, body posture, and eye contact. Be sure all are in alignment.

Proper grammar, enunciation, and punctuation matter.

What do you have, what do you know, what can you share that no one else has? What piece of information will set you apart? Is it PK? Kindness? Open honesty? Kindness and manners? Find it, cultivate it, and use it.

Bonus tip: During a presentation, either to a customer or in a professional development situation, add in a WOW factor every six minutes to recapture attention. For younger audiences, even sooner.

What is one trend you’d like to share that might help lumber dealers?

The forest industry will continue to grow in importance across the building sector for multiple reasons. Take care of your contacts, and they’ll take care of you.

Final thoughts?

Be the kind of person with whom people want to work. Manners will help set you apart.

For more information or to speak to Jackie Dudley, please contact her at jackie@jackiedudley.com and www.professional etiquetteandprotocols.com.