

*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](mailto:jackie@jackiedudley.com) and [www.professionaletiquetteandprotocols.com](http://www.professionaletiquetteandprotocols.com).*



### Two Coat Exterior Prime

Our two-coat process starts with an alkyd sealer to block tannin migration, followed by a high-performance acrylic primer. The result: **RESERVE** quality, inside and out.

### Superior Wood

Made of quality, clear, finger-jointed Western Red Cedar or Redwood, these products are naturally designed for exterior use—both species are ideal for enduring extreme weather.

### Surfacing + Sizes + Lengths

**RESERVE** products come in a wide range of sizes, lengths and finishes. Whether the project calls for S1S2E or S4S, we offer lengths ranging from 16' to 20'. Pattern stock is also available.

- 1×4 – 1×12
- 5/4×4 – 5/4×12
- 2×4 – 2×12

### The Finest Stock, The Best Coating

Our Siskiyou Forest Products **RESERVE** line is specially manufactured and treated to create the highest quality product available. Using state-of-the-art application and curing equipment, our premium Western Red Cedar and Redwood stock is made to last for many generations. We are proud to offer a beautiful, durable product that is ready for installation and final painting the moment it reaches the craftsmen.



**SISKIYOU FOREST PRODUCTS**  
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