




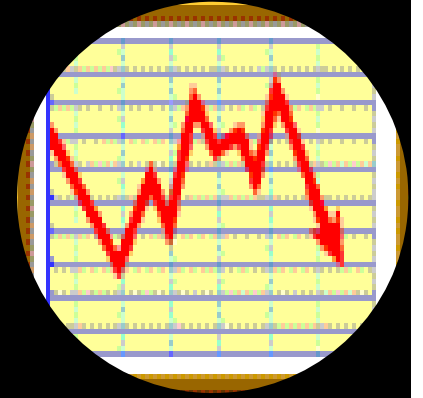
# ENERGY'S FUTURE: THE POWER OF PARTNERSHIP:

*Dr. Alan Zimmerman,  
CSP, CPAE Speaker Hall of Fame*

# 3 STRATEGIES



**Refrain from  
negative  
communication**



# Killer Thoughts and Statements

pages 1-2

# 3 STRATEGIES



**Refrain from  
negative  
communication**

**Make  
customers  
feel great**

# 5 CUSTOMER NEEDS



1. **Make them feel WELCOME** (page 3)
  - Negative: Whaddya want telephone calls, taxi, greetings
  - Positive: British Airways, 4-minute rule

# 5 CUSTOMER NEEDS



3. **Make them feel COMFORTABLE** (page 3)
  - Negative: VA wait time
  - Positive: Macaroni Grill, can say what they really think and feel

# 5 CUSTOMER NEEDS



3. **Make them feel UNDERSTOOD** (page 4)
  - Negative: Third person, Shelley, Delta
  - Positive: Okyakusan, 3 magic words, honor resistance

# 5 CUSTOMER NEEDS



## 4. **Make them feel IMPORTANT** (page 4)

- **Negative: Bug, electric bill**
- **Positive: Neck sign**



# 5 CUSTOMER NEEDS



5. **Make them feel APPRECIATED** (page 4)

# 5 CUSTOMER NEEDS



## 5. Make them feel APPRECIATED (page 4)

- Negative: Cheerios, “don’t have to praise them for doing their job...”
- Positive: Marriott Los Palmas, Dr. James deepest craving

# 5 CUSTOMER NEEDS



- Welcome
- Comfortable
- Understood
- Important
- Appreciated
- ❖ Which one are you best at?
- ❖ Which one needs improvement?
- ❖ What's one thing you will do?

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Make  
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Ask  
Brave Questions--  
listen empathically

**MB**

**PB**

**BB**

**I**



PB



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# Brave Questions

Page 5-6

# SAMPLE BRAVE QUESTIONS

pages 5-6



- a. What red flags or upcoming problems do you see?
- b. What do you suggest we do about those red flags or upcoming problems?
- d. What resources, information or support do you need from me to do your job?





- f. What's working for you?
- g. In light of our work load, customer expectations, and overall purpose, what should we stop doing? What is not worth doing anymore?
- k. How do you punish your customers for doing business with you?

# BRAVE QUESTIONS



1. What are your favorite hobbies or recreational activities? What are some new things you'd like to do?
2. What do you especially like about your job? What do you wish was different?
3. What are your goals the 1 year? 5 years? 10 years?

# EMPATHIC LISTENING SKILLS



- a. Warmth
- b. Focus
- c. Positive reinforcement
- d. Question-asking
- e. Paraphrasing
- f. Matched intensity

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**Dr. Zimmerman's**

**Tuesday Tips**

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