Conversation Diagnostic Checklist

Do your conversations help or hurt your relationships?

Find out the answer below! Quickly assess and diagnose exactly what to continue or to change with each important internal or external customer conversation.

Answer the 8 questions below then total your answers. Check in the box below to assess your score and the impact of your conversations!

With important internal or external customer conversations do you:

		Never 1	2	Sometimes 3	4	Always 5
1.	Have a *defined conversation objective* that if met ensures a productive use of time and resources for you and your team members?	○	○	○	○	○
2.	Understand and adapt your personal communication style with others to best manage conversations and to protect and strengthen relationships?	○	○	○	○	○
3.	Gain their agreement on *their value* of the business conversation prior to your asking or answering solution-focused questions?	○	○	○	○	○
4.	Early in the opportunity, ask and get critical information to *support informed pursuit decisions*?	○	○	○	○	○
5.	Gain a summary agreement on the most relevant customer's situation factors, needs and objectives prior to solution discussions?	○	○	○	○	○
6.	Ask and get the contextual client knowledge needed to differentiate your verbal and written responses for *compliant and compelling* recommendation/solution statements?	○	○	○	○	○
7.	Use a problem solving process to identify the real underlying issues prior to responding or resolving the initial stated client's obstacle?	○	○	○	○	○
8.	Plan and ask for minimum and/or best partnering actions for the client to commit to as an outcome of each conversation?	○	○	○	○	○

If you scored **38-40** – Congratulations – you are using a consultative conversation process to differentiate yourself and your company. You must have attended our ***Customer Value Conversations*** program! Let's get you out there teaching and coaching others!

If you scored **30-38** – You will find this Conversation Diagnostic Checklist a great tool to assess the impact; and identify and enhance any skills needed to enable a 5 response.

If you scored **30 and below** – Let's talk! Contact us at ajohnson@sgroup.inc or 888-991-9692 to gain the benefits of with each conversation strengthening your business relationships!

arlene Johnson
speaker • author • consultant

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