



Emotionally Intelligent Customer Relations



“The only sustainable competitive advantage is an organization’s ability to learn faster than the competition.” Peter Senge. It seems wrong in the 21st century. Effective business is dominated by client centered service and value. The only sustainable competitive advantage is an organization’s ability to develop and sustain meaningful relationships with a dynamic client base.

The basis of client relationships and loyalty lies in emotional intelligence. These interactions create the experiences that develop relationships and drive success. Empathy and motivation are the energizers that sustain connection.

EIQ-2 Emotional Needs of Clients

- Responsiveness/Problem Solving/Empathy
- Special Status/Appreciation/Value/Personalization
- Tender Loving Care
- Custom Options
- Bonus/Extras
- Wow
- Time/Engagement/Centering/Priority
- Recall/Continuing Involvement



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Effective client relationships and experiences are based on eight critical emotional intelligence factors:

1. **Responsiveness/Problem Solving/Empathy:** it is imperative to understand and connect with customers. They need to be understood to be effectively served. Empathetic connection empowers responsiveness, proactive service and problem solving. It expresses client centered value.
2. **Special Status/Appreciation/Value/Personalization:** Everyone wants to feel special and unique. As the TV sitcom “Cheers” theme rightfully said: “Sometimes you want to go where everybody knows your name, and they’re always glad you came.”
3. **Tender Loving Care:** Being cared for and considered demonstrates a real desire to serve. This builds quality experiences and long-term relationships.
4. **Custom Options:** One size will never fit all. By making critical adjustments and offering some tailoring, the experience becomes far more memorable and valued.

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5. **Bonus/Extras:** Incentives and premiums really work. It's a deal, but wait, there's more. Clients enjoy getting a bit more than they bargained for. Surprise them by adding unanticipated value. This little extra creates a powerful advantage.
6. **Wow:** Tom Peters encouraged the spirit of 'wow.' Sweat the details. Get the small stuff right, then go further and exceed expectations. When clients are awestruck at the attention and consideration they see, they will be back.
7. **Time/Engagement/Centering/Priority:** When dealing with a client, offer undivided attention. Time and availability are important variables that let the customer know that there is nothing more important than them. By being engaged in the moment, the experience is excellent.
8. **Recall/Continuing Involvement:** Follow-up and follow through. Under promise and over-deliver. Be sure to maintain contact and create the relationship. Experiences set the tone for sustainable friendships and connection.



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