

GIBBS & PARTNERS

Where businesses grow free

**A practical tip for improving
your customer experience,
empowering your team and
streamlining your business**



Tip 5

Support proper conversations
with an Aide-Memoire



Support proper conversations
with an Aide-Memoire

**Nobody likes
being talked
to from a script.**



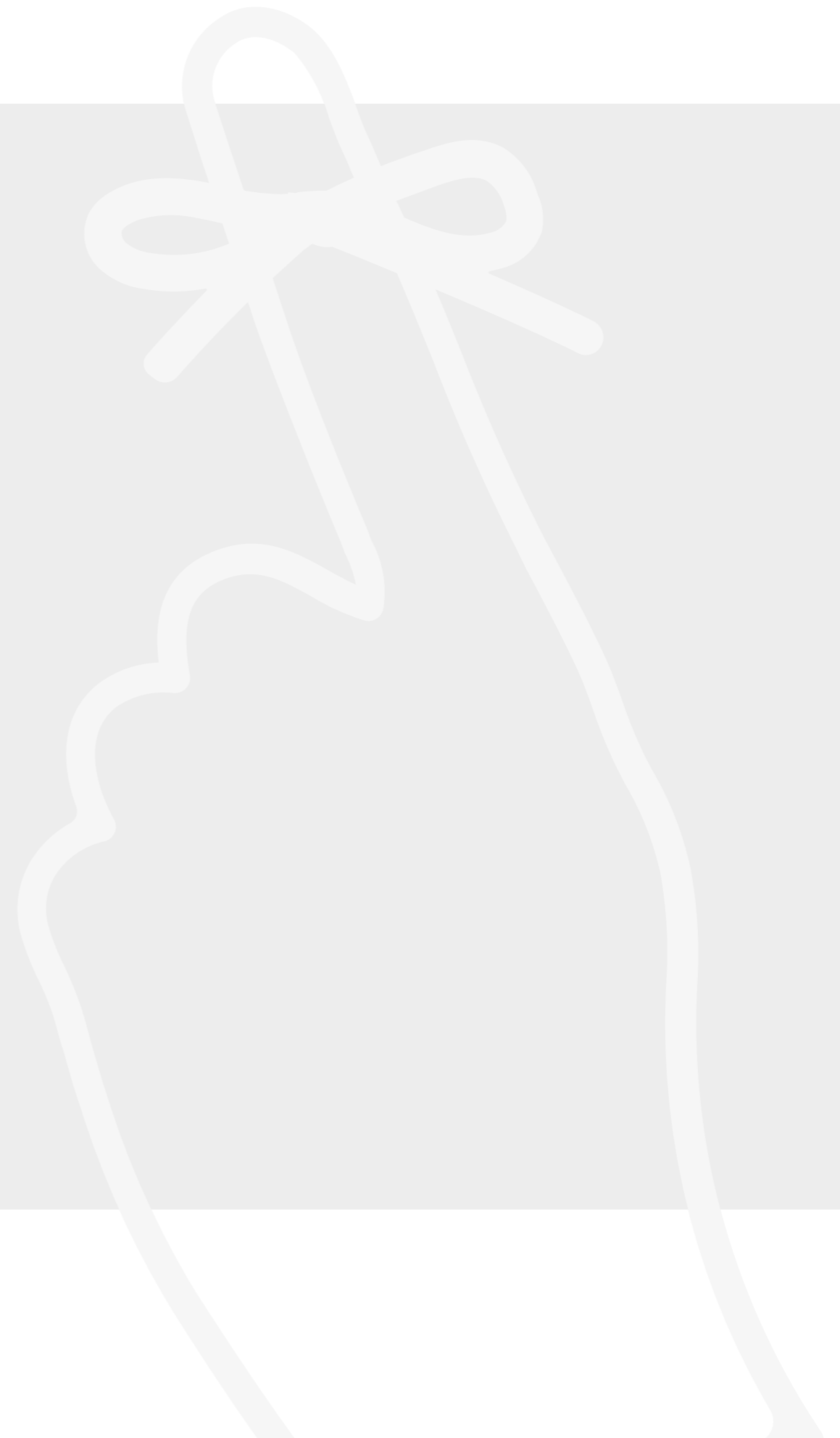
Support proper conversations
with an Aide-Memoire

**It isn't much
fun to read
from one either.**



Support proper conversations
with an Aide-Memoire

**But how do you
remember what
you have
to cover?**



Support proper conversations
with an Aide-Memoire

**A graphical
Aide Memoire
sheet can do
the trick.**



How

Create a simple graphic to prompt your team to get the information they need. The graphic should have a point for each item you need to cover, e.g.

Question 3:



Question 1:

Question 2:

- The format supports a conversation. You don't have to ask the questions in any particular order. You may not even have to ask - the person on the other end of the conversation may volunteer the information. You just need to make sure every point is covered.
- This empowers your employee to be natural and makes the experience better for the prospect.
- Have printed copies so you can make notes.

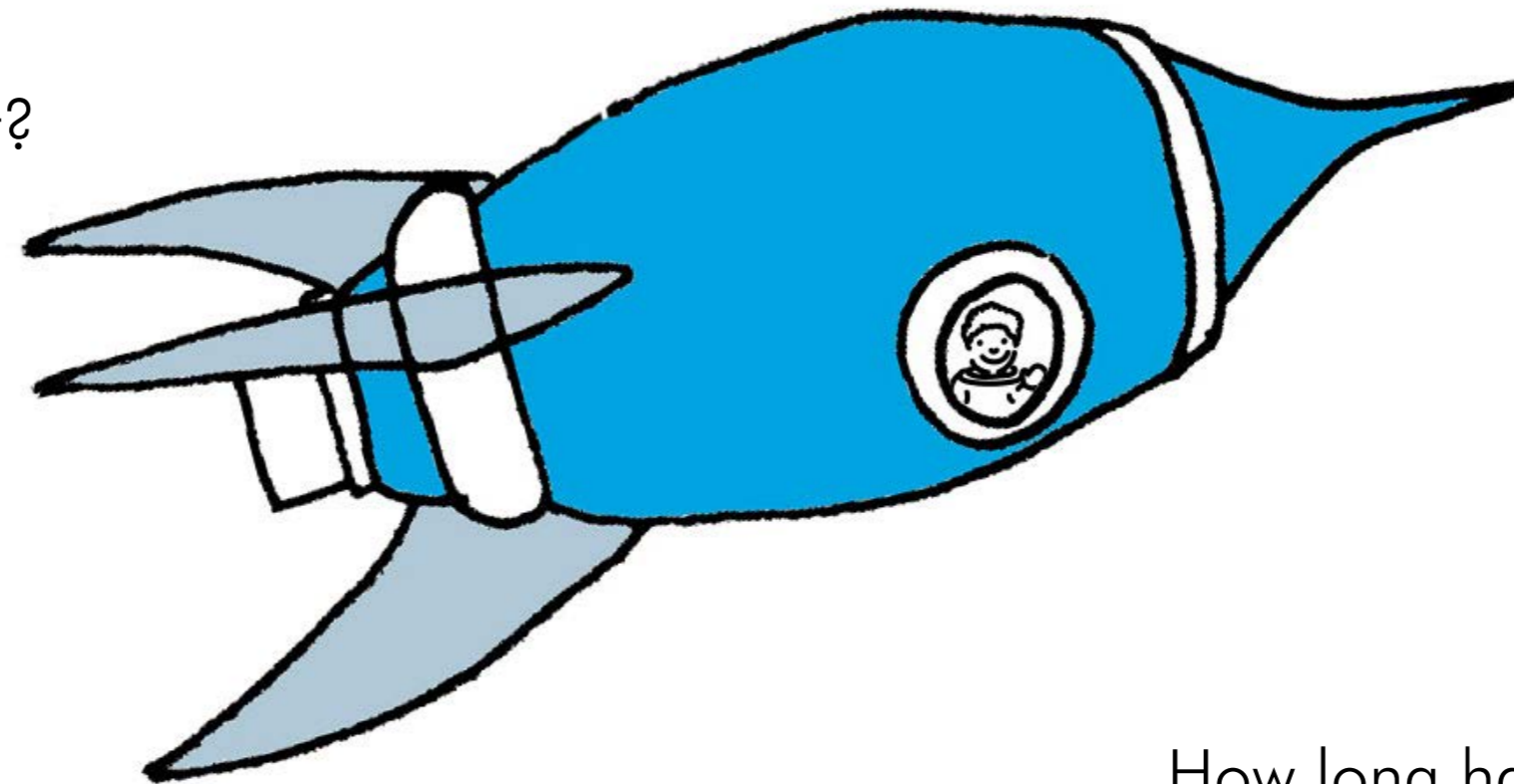
You can even tailor the image to your business:

What are you looking for from your accountant?

How did you hear about us?

What kind of business are you in?

What do you want from your business?



How long have you been trading?

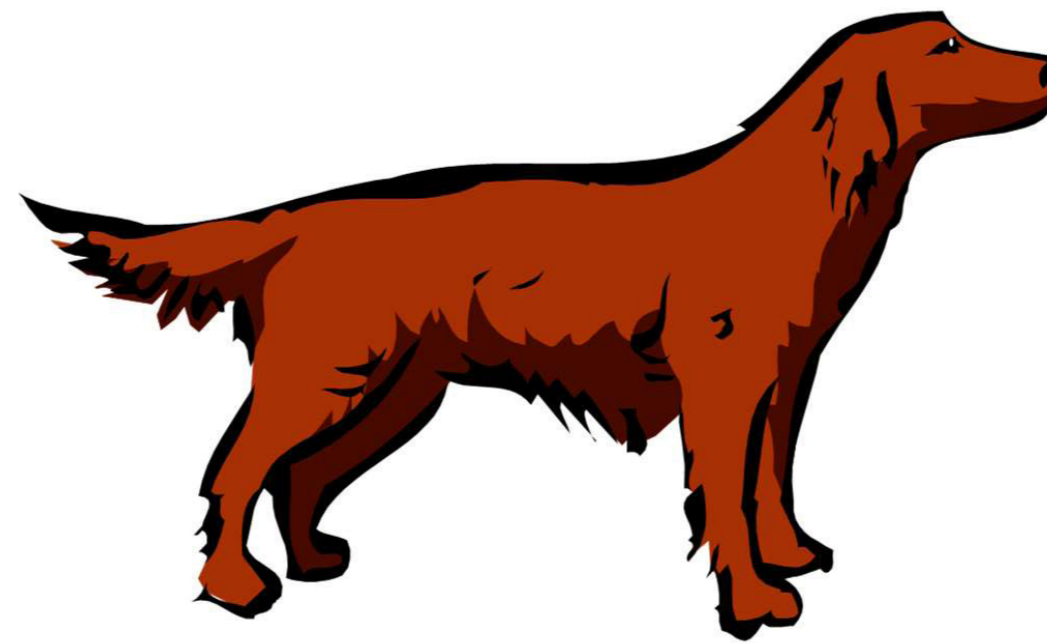
Who else is involved in your business?

You can even tailor the image to your business:

Explain that you only take on dogs for at least 3 times per week (or 12 times per month)

Are they in the area you cover?

Have you used a dog walker before? If so, who?



What kind of dog is it?

Do you have the dog at home yet? If not, when does it arrive?

How old is the dog?
Have you had it since puppyhood?
If not, where did you get your dog?

Contact Gibbs & Partners

We love working with purposeful, ambitious business owners who want to make a dent in the universe and create the kind of workplace that truly empowers the people who work in it.

If you are one of these, or you know someone who needs our help, then get in touch:

0800 881 5288

kirstengibbs@gibbsandpartners.com

www.gibbsandpartners.com

