7 Look at the text from a customer care manual and fill in the missing *do's* and *don'ts*.

Meetings are an important tool for building your customer base. They provide a great opportunity to network with your customers for future business. Look at these do's and don'ts for successful customer meetings.

- Do _____ prepare for your meeting.
- Do _____ make sure you know about all your products or services.
- Don't _____ take control of the discussion. _____ let the customers decide what they talk about and when they talk about it.
- _____ give customers only the information they want. _____ overwhelm them with extra information that they don't really need.
- _____ use jargon or words only people in your company or industry know.
- _____ talk more than your customers. _____ listen carefully to what they say and _____ interrupt them.
- _____ ask for feedback and clarification, so you'll know exactly what your customers want and need.
- _____ be open, honest, flexible, and positive!



Can you add any other helpful tips based on your meetings with customers?

8 Look at these pairs of sentences. Which one would be more effective in a meeting? Refer to the do's and don'ts in exercise 7.

1 a OK, let's get started. Unfortunately, I've got another appointment in an hour.
b Thanks for coming today. I'm glad to help you review your business needs.

2 a As I understand it, you'd like to discuss ...
b This is what we're going to talk about ...

3 a So, that was my suggestion. Is that suitable for you? I'd like to get your feedback.
b So, that's the right service for you. I don't think we need to discuss this any more.

4 a OK, we'd better stop now. I really must go to my next meeting.
b Let's go over our action points once more. I want to be sure we agree.

5 a I've done some research into your company. It seems you .... Is that right?
b So, can you tell me something about your company?

6 a I don't think we can do that. We never offer that kind of discount.
b I'll see what I can do.

LIVEWORKSHEETS