

(Key) Anticipation Guide - How to Effectively Communicate With Clients

Prior to the start of this lesson, place a check mark by each statement you THINK is true. At the conclusion of the lesson reread each statement and place a check mark by each statement you KNOW is true. Provide information that PROVES other statements are not true. You may use the back of this sheet if additional space is needed.

Knowledge before the lesson	Statements	Knowledge after lesson
	1. Developing good communication skills can help you work through problems and improve relationships with family, friends, co-workers and clients.	✓
	2. Communication includes nonverbal and verbal skills.	✓
	3. Heredity and environment are two strong factors affecting our ability to communicate.	✓
	4. Your personal qualities do not play an important role in how your nonverbal communication is perceived by your clients.	Your personal qualities play an important role in how your non-verbal communication is perceived by your clients
	5. Do not inform your supervisor after dealing with a difficult client. Show him or her you are capable of handling a difficult client.	Immediately inform your supervisor after dealing with a difficult client
	6. On average, loyal customers are worth up to five times as much as their first purchase.	On average, loyal customers are worth up to ten times as much as their first purchase.
	7. 41% of unhappy customers will not willingly do business with you again.	91% of unhappy customers will not willingly do business with you again.
	8. One way to get an angry customer to back down is to first apology regardless of fault.	✓