

HOW TO BUILD COMFORT AND CONFIDENCE WITH CLIENTS

Building comfort

1. Listen before speaking.

People want to be heard. By taking the time to first hear what they have to say rather than just imposing your ideas for a solution, you demonstrate that you are open to alternate solutions.

2. Show the person they are being heard.

This is done through paraphrasing and active questioning.

3. Make them part of the process.

When people feel they are part of the process that will create a solution, they have greater buy-in and involvement. This will lead to longer-lasting solutions.

4. Let them know their concerns will be addressed.

When people feel that their needs are not being addressed, it causes distress.

By being open that what you are doing is addressing their concerns, you create comfort.

Building confidence

1. Demonstrate your professional knowledge.

People will have confidence in your abilities if they believe you know what you are doing.

2. Say “I don’t know” when you don’t know.

Contrary to popular belief, being honest about when you do not know the answer builds confidence in others. When people try to cover up that they are not sure of an answer, it will erode trust.

3. Do what you say you are going to do.

When you make a promise, deliver on that promise.

4. Respect deadlines.

Meet every deadline you set. This will instil confidence for the next encounter. If you cannot meet a deadline, let the other party know well in advance and be prepared to explain what has changed.

5. Be available for contact.

Being available when someone needs you brings a greater level of confidence that you are working toward a solution. People may call more at first, but that will ebb as they realize that when they need you, you can be reached.