

Recognizing Clients' Real Needs (and a "don't miss" 60 second video)

How often do you discover you've missed something when you're working with a client? That you had to step back and start again? If you're like most of us, you pretty regularly miss some essential piece of information, something important to your client or to their situation that, for some reason, just didn't grab your attention.

Often we're focused on something else (like explaining something?), or thinking about how we'll respond to what clients are saying. We can so easily forget that our client is the key source of information we need to pay attention to if we want to fully understand the situation. Their unspoken cues direct us toward what they ultimately need to address, their goals and fears. And, addressing their goals and fears is more important for client acquisition and retention than all our wonderful professional information.

These hidden cues are right there in front of us; and we often completely miss them. You won't see unexpected cues if you aren't looking for them. And you often can't just ask your clients because they are often, at least temporarily, unaware of their own underlying needs, too.

Finding unexpected and unnoticed cues can be one of the trickiest, frustrating and ultimately satisfying aspects of working with clients. The cues are there, they aren't invisible, but we just don't notice them. And if we do finally see and understand them, they are so obvious.

Tricky to notice? Sure, but there are practical, simple techniques you can practice to increase your sensitivity to unexpected details. I find that I can significantly increase awareness in the professionals I coach in just a few sessions. After as little as one session, many of my clients report seeing details they might have missed previously. This kind of progress is exciting, effective at moving projects toward completion and at increasing client rapport.

What, exactly, will it take for your clients to achieve their goals? Is there anything they aren't telling you - like a need or want they themselves may not even see? Something they seem to be striving toward but not articulating fully?

If recognizing clients' full communication is part of your business, I urge you to go to YouTube and watch a fun little video. It's short (just 60 seconds), entertaining, and it masterfully illustrates awareness principles in a way that words alone can't do.

You can find the video here. <http://www.youtube.com/watch?v=Ahg6qcgoay4>. To understand the video, you need to have sound turned on from the beginning.

If you need to get better at recognizing hidden cues, give me a call today.