**Customer Relationship Skills**

Have you ever thought about brands? What can be named as a brand or trademark? Do you think customer advocacy in real and virtual environments can be a brand for our products and services?

In this article, we'll take some tips which can bring extraordinary results for your sales \_ of course, if your goal is to make customers happy to buy your products and services, and also to make effective communication with your customers! Try to understand your customers. Show that customers are important for you. A sentence can make a person happy or can beat him. Why do some companies lose their customers? Because of product quality? Only the quality and the price of products can not make your business lose the customers. Things like disappointment, inappropriate dealings with the dealer, dealer indifference, and …. are also effective in losing customers. Just do not think about yourself, money, and profitability. Many sellers are looking to maintain a customer because they know that all principles of the game are now in the hands of the customer. As you know the cost of obtaining a customer is much higher than the cost of maintaining a customer, thus correct and effective communication with the customer makes it possible to maintain current customers and can even help attract new customers.

In order to build effective customers relationship and in effect increase your sales, you need to adopt the following skills.

The first one is developing Communication Skills. “*Effective communicators are skilled navigators of circumstances and personalities in receiving as well as sending messages.*” It involves Power of Listening, Power of Questions, Power of Intended Outcome, Balancing Open Dialog, Interaction Bridge, and personalities Under Stress. The context in which you are involved can tell you what you should do. The nonverbal cues, skills of empathy and silence, and advanced levels of listening can bring many faithful customers for you. Furthermore, ask yourself about features of a good product in your field: its criteria, rationale, risks, and set forth and in this case propel them towards your own product. This can be an effective way which can make you successful.

The second skill is Relationship Skills. “*Trust is the defining factor for long-term relationships. Catalyze and manage bonds that transcend inevitable challenges.*” It involves Building Trust, Partnering Roles, Sources of Influence, and Building Client Relationships. Building Trust is very important for the customers since it can build credibility, manage commitments, maintain standards, and demonstrate your trust in others. In addition, you need to consider your status of interaction and try to develop it according to the expertise, process, and people you encounter. This status can be positional, political, knowledge, relationship, and personal.

The third skill is Dynamics Skills. “*Anticipate connections and interactions within and between processes and groups, to maximize customer experience success.*” It involves Stakeholder Management, Building Relationships with Each Buying Influence, Creating Value through Systems Thinking, Learning from Challenges & Successes, and Mastering Implementation. In this part, you need to recognize those who play a major role in using your services and build relationship with them. In fact, you need to spot the differences that were made through your work. For example, the deficit and good points that happened after your influences, and try to adapt you future working life to improve your customers’ viewpoints.