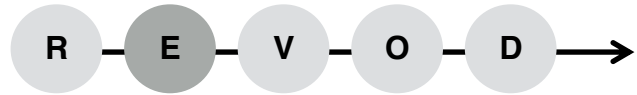


Framing things up



For a professional and efficient conversation, it's useful to set the structure up openly with the customer.

After building some rapport, it's a good idea to 'signpost' how this typically works.

You could:

- tell them how long it typically takes and ask if that's ok
- explain the conversational agenda at a high level: "First we'll do x then we'll discuss y..."
- explain why you tackle it like that (the benefits of doing it methodically like this)
- set any 'rules' ("feel free to interrupt me at any point if you have questions")
- force efficiency in their answers if you think they'll go into too much detail for your purposes ("and I just need a 30 second summary on that?" or "if you had to explain that in just one or two lines...")
- frame up anything you find more awkward to address by telling them what you'll explore with them and why (benefits to them). E.g. "then I like to get a sense of what's most important to you about the project ahead - we can discuss some of the things you might want to think about and some of the questions you might want to be asking yourself..."

What ideas do you have for framing up important parts of your conversations? What could you do to ensure that you stick to the structure you've put forwards?