TRUST OVER THE PHONE

14:42 I often look for people that have superpowers. And one of your superpowers is being able to get people to trust you quickly which is our art form in itself. But also you can do it over the phone, which is even harder. Where does that come from? Well, I think my background in the medical field a little bit and then doing the customer service at the call center, you have to listen to people and not just listen to check a box or to just answer a question quickly. You have to listen to the background noise, listen to their voice, see if the TV's on or if there's a dog barking, if they sound annoyed over the phone. And you have to listen to those things and be empathetic to their situation no matter what it is. And not everybody turns on that empathy at the beginning of a call and you have to. So is that one of the things that you look for in the first 30 seconds or is there something else that agents completely waste when it comes to that?

15:49 In my opinion, that's like you're in or out in 30 seconds. Well, they go in with the mindset, you're in or out in 30 seconds and you can't do that. You have to be in that servant's heart, the customer service mindset and they're calling you because they either A, want to know something, need something and they are calling you because you're supposed to be that resource for them. And so if you just do it to her, oh, I have another customer service call, another client who's bothering me, you can't do it that way. I try and treat all of my clients like I do my parents or my grandparents. I want them to feel like they are the only person that I'm taking care of at that time. I love that. I love that. So you can't shake a hand over the phone. You can't read the room. What is it that you are reading on the phone?

16:49 Their voice and them if they're annoyed on the phone, if they're upset, whatever it is, you take your cues from them and you use the empathy and try and solve their problems. So is there any secret you might be able to share with people to identify some of those things? Because I'll be honest with you, I'm terrible at reading people sometimes. I'm like, oh, what? And if you've been married for five seconds, you can get yourself in trouble really quick. So me, it's a little bit harder and I always have this little disclaimer with people. I just want to let you know that sometimes I have a problem with understanding where you're coming from. So is there anything that you can teach with that? Well, it's hard to teach empathy, but you have to turn it on. You have to have it. And to just listen, you have to actually stop and listen so they're heard and not just yes, no easy questions and brush them off.

17:53 You have to be patient. A lot of people don't have patients on the phone. And when you're taking care of a senior, sometimes they're hard of hearing or whatever their situation. And they're not handy with cell phones. You have to think about what they're going through that prompted them to call and reach out to you for help. Yeah. So we deal a lot with Medicare, obviously, seniors and things like that. The biggest thing is trust. What do you think makes a person on Medicare decide that the person on the other line is safe? The way you make them feel. Your response, your energy, your tone of voice, what you're saying, the meaning that it has, are they saying this like they're confident and that they're going to follow through with it? I try and reassure my clients on the phone that, okay, I'll walk you through the situation.

18:53 We'll call together whatever needs to be done and you assure them that you're their lifeline. So is there anything that you see agents do on the phone that they're just killing themselves doing? Yeah, the impatience. They don't have a phone etiquette or a phone, the empathy they're not listening. They're just trying to get through and solve a problem and move on to the next one. Yeah. Is that something you can teach them or is it something that they just got to have? I think it's 50 -50. I think it can be taught. Some of it, you can teach people to be patient. You can try and teach them to be patient. You can try and teach them to show a little bit more courtesy and empathy over the phone. But a lot of it you do have to have. For someone that's listening to this today and they want to get better on the phone, what's one thing that if you were like listening in, what would you tell them to do?

19:54 Call centers have these whisper features. If you've ever worked for a call center, it can scare the crap out of you because all of a sudden your manager comes on and it's like, shut up. What are you doing? Just close it. Right. First thing is, put a smile on your face before you ever say a word. I love that. Put a smile on your face because people can hear that. They can hear whether you're, oh, I'm Eeyore and I'm not going to talk very much today. I'm just going to let you do it. Or there's, hey, how you doing? How can I help you? Oh, I love that. So there's a big difference and you have to do that. And then the other thing that I would do is have them say to themselves five times, I'm not a salesman. I'm an education. I'm not a salesman. I'm an education. And they have to understand that that if you go at it, yes, you have to always be closing. But if you go at it as a used car salesman, you're not going to get the connection and the comfort level for someone to enroll with you over the phone if you don't have those things.

21:00 Yeah. Going back to the smile thing, like that's an old school trick. Have a mirror at your desk kind of thing. I love that. And then I had a boss, and I might have told you this before, but I had a boss that he told me, he goes, I would never start the sales presentation. I wouldn't even start down that road until I got a smile or a laugh. So it was like a thing that he it was just ingrained in him on what he does.

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