



# 3 Things You Can Begin Doing TODAY

## from *The Future of Connecting with Customers*

### 1. Put these **INSIGHTS** into your *customer connection tool bag*:

- On resistance to social media: There is a natural resistance to such substantial change. Why? Because we don't understand how the *new game* is being played.
- *"How do I communicate best with my customer?"* Ask them. They will tell you what works best. Do it. *They are in control.* In a competitive world, the only thing that is unique about you and your business is how you make customers FEEL about doing business with you.
- Social media is changing the nature of the conversation, but people still want it to be meaningful. Building trusted relationships and customer communities is a top priority. Be very clear in how you represent yourself; let your values be the guide.
- We have high-tech; but the human being still wants to *high-touch*; social media offers new ways to do it. Work on finding the right combination of social media tools that will help you bring value to your customers.

### 2. Three evaluation **QUESTIONS** to Ask Yourself

- What is your brand promise to customers? What role does/could social media play in delivering on that promise to your customers? *Explore possibilities.*
- What is the tone you are committed to share and reflect in your social media involvement? *Your answer will serve as a yardstick for what and where you post, blog, twitter, and put into a profile.*
- What social media tools will best help you connect, build, and/or expand trusted, online customer communities? *Make it your job to discover and choose what's right in order to uncover new possibilities for connection and collaboration.*

### 3. Learn more about building trusted customer communities:

- Read [related articles on SOCIAL MEDIA and customer connection](#) by Jim Blasingame to inspire your action. Also visit our [recorded ONLINE Dialogue Library](#). See **Connecting for Success: How do you get smart about social media?** (includes related handouts).
- TWO books recommended during the session: 1) **Built on Trust: Gaining Competitive Advantage in Any Organization** by Arky Ciancutti, M.D. and Tomas L. Steding Ph.D. (McGraw-Hill 2000); 2) **The SPEED of Trust: The One Thing that Changes Everything** by Stephen M.R. Covey Free Press: 2006.

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**The Future of Connecting with Customers**  
Innovation in Hard Times Series – September 17, 2009

with Jim Blasingame, Joel Barker, and Debbe Kennedy • Online Dialogue at the Global Dialogue Center