

Communication Checklist

Communication Tips	I Do
1. Follow Preferences: Always ask and learn about your customer's preferred communication method and timing—is it phone, email, text message? Twice a week?	
2. Match Style: In person or on the phone, always seek to match their communication style.	
3. Always Update: Updates should happen even when there may be no new information to share.	
4. Be Prompt: Always respond as soon as possible, or on the expected schedule.	
5. Never Talk Down: Always communicate as a partner with your customer.	
6. Keep a Log: Maintain a communication log in your eEdge database so you are always reminded of what was said in the last contact.	
7. Decision-Maker Focus: Always include all true decision-makers.	
8. Great Attitude: Always be enthusiastic and positive.	