

THE UNSTATED QUESTION

There is an interesting tip all of us can use found in the book *Knock Your Socks Off Answers* by Kristin Anderson and Ron Zemke.

A theme park employee spent a summer answering customers' questions. She gave out a lot of information, but she learned every bit as much in return.

The lesson: Listen carefully when customers ask questions – then stop, think through what they didn't say, and give them all the information they might need to make an informed decision about their circumstances.



For example, a customer who asks “What time is the 3 o'clock show?” is probably not asleep at the wheel. Instead, he or she may be asking “Will the show start on time today?” Or, “How early do we have to arrive to be sure of seats?”

To say that we get lots of questions in Life Care and Century Park would be an understatement. How we respond – not only with helpful information but by the tone of voice and body language with which it is delivered – creates judgments about us.

If you are wondering why people don't simply ask the right questions, remember that conversation is a thinking process as well as a vocal one.

We sometimes ask obvious questions to get the facts we need to seek more complex information.

Teach your associates to be patient with dumb questions, and you'll find smart and loyal customers.

Incline your ear to wisdom, and apply your heart to understanding (Proverbs 2:2 NKJV).

– Beecher Hunter