

# Are you associated or disassociated?

Great customer experience and service that customers rate comes from the people, the behaviour, language and emotions that the customer is exposed to.

When a sales person is not aligned with their brand, the homes being sold, the team behind the delivery or is disgruntled with the company as an employee, sadly this shows very quickly and very quickly through your language as well as you're actions.

One of the very early Ellare tests to measure the extent to which customer experience will be second nature from a sales person comes through the tell-tale signs of the words they use!

Words that show whether someone is associated and aligned to their brand and commitment to customer service and experience are those that show alignment – words like ...

*'We'*

*'I love how we'*

*'One of the things I think we do really well on this development is ...'*

These are indicators of alignment and language that a customer trusts and find very meaningful. How I your language, do you find it easy to align or do you not believe in your collective ability to deliver an amazing place for your customer to live in?

So, are you associated or disassociated in your language and actions?

When associated, your viewpoint is from within – your demonstrate that you are part of the company, the brand, your expertise, passion and pride is evident, you are associating yourself with your brand.

When disassociated the perspective you present from is from outside the company and all that it represents.

The words we you use that get heard by your customers make a big difference to the effect and impact you have, here are some words for you to check if you are more associated or disassociated with your company.

## Associated

## Disassociated

<i>I am really proud of how we ....</i>	<i>They do this really well ... Who are they?!?</i>
<i>If I am able to arrange for you to .... Will you... ?</i>	<i>I'll see if they will let me arrange ....</i>
<i>One of the elements I love about how well we do this, is ...</i>	<i>The site manager he does this really well Praise it may be but your are still disassociating with being part of the team!?!?</i>
<i>I will commit to you that I will liaise with my sales manager and between us we will ....</i>	<i>I'll ask my sales manager if they will allow me to do that..</i>

What do you hear yourself and your colleagues saying that clearly communicates association? How can you coach your colleagues and become united in your language to customers?

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