

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# VOC

I I R M O Q F V Q B F F O F C R B C S J V L S L  
T O N E M D N C C T M T R U S T T W J D F R U P  
O Y T A D D R E S S O B J E C T I O N S E E K S  
Q M V Q J A T V C E R Q D L Q F S V K I R M T U  
L F E D U C A T I N G C U S T O M E R T N O Q J  
A D Y R I I E B Q J L C Z V K W D H E N W T X B  
E S Y I A S S C X W O K C T V M W R H E O S A H  
N D E U M I L M N H H W B F H J V E Q M V U V G  
S R V W D T E R Z E L F S N G I Q A R E A C Y J  
X O R B K J R S G W D B Z N P T N S Y G D E B A  
F W U Q Z A W O T T Y I I H N F A S H D N H S S  
W E S W P I N O P O Y N F X I V S U J E E T Z Q  
K V D N I F Q W Q P E D N N F D K R M L G F K P  
Z I N L T L L L B T A D M D O Z T I S W A O F U  
M T A F B A L M S K T R W B Q C O N T O T E R H  
E I R B C B F I P B D D D J K E A G H N E C W H  
C S B B C I L A N K E A T L D V S Z N K S I M Z  
L O L U I E C H A G L V O J I Q K J T C D O B U  
H P N W V E B U O X N K K O P U U N B A L V K X  
F T K I R L Q Q O K R E J Z Z I B V I C C Z L T  
B C T L W P A K Z X B D S S H H S O N Y Z N U Z  
N C K F H M M C L X Y K L S T W U X Z V N O M M  
A X R H J U I U F Y O V B P D Y L C Y W E W E U  
F U N R P Y Y H T A P M E R B Q Z V Q X H G W K

Voice of the Customer  
Active Listening  
Build Rapport  
Ask to Ask  
Set Agenda  
Trust

address objections  
Acknowledgement  
Brand Survey  
Confidence  
Empathy  
WIIFM

educating customer  
Positive Words  
Willingness  
Reassuring  
Recap  
Tone