

Asking For Feedback?

**5 Questions That
Leave You & Your
Client Feeling
Great**
Even If There's Room
For Improvement

A Quick Message, Before We Begin

Thank you for reading this workbook! I mean that. Why? Because it means you care enough about your customers to want to find out how they feel about you, your product or your service.

And it also means you care enough about yourself to make sure you know how to handle 'feedback' in a way that is helpful, both to you and the client, and can even grow your business.

We all know that asking for feedback is a vital part of business success, but how can you 'train' clients to give you feedback that is actually useful - actionable - and doesn't leave you picking up the pieces of your self-esteem? By asking the 5 questions in this workbook!

Each one comes with essential guidance on how to interpret the answers, to get the most from that feedback, even if it's critical, as well as guiding you through how to tell which feedback to listen to and which to politely chalk down to 'experience'.

I have created them based on my previous experience as Head of Market Research for an international household brand. And I have been using them with my own clients for years now. They produce hugely useful results and my clients tell me they enjoy the structure - it helps them to focus their thoughts and get specific about their feedback.

Please adapt the questions to meet your needs. Some of them may need rephrasing a little, to fit your business model. That's fine. Just keep the main elements of them, so that you and your customers still experience the benefits.

And, above all, remember the woolly jumper test: once your Ego is out of the way, does the feedback really fit? Just because someone gives you the gift of their opinion, it doesn't mean you need to change who you are, to fit it.

And make sure you have listened to the podcast episode that goes with this workbook: www.ClareJosa.com/podcast/036

I can't wait to hear how you get on with this. Let me know via the podcast's comments or you can email hello@clarejosa.com

x Clare



Clare Josa, Author, Speaker, 'Inside Work' Mentor
To Entrepreneurs & Passionate World-Changers



The Most Important Key To Success With This

Before you ask clients for feedback - or read unsolicited feedback - you need to do one key thing:

Get your Ego out of the way.

Even if it seems nonsense to you, someone's feedback is valid to them.

Yes, it might come from a place of pain about something unrelated and you're the one that gets kicked. Or it might be a superfan raving about how much they love you. Either way, they took the time to tell you how they experienced working with you. And for that we need to be grateful.

But that doesn't mean you need to accept it as your Truth. Try it on for size, with your Ego out of the room:

"Is there anything in here I need to learn from? Does it fit?"

If yes, do it. Without drama or emotions. Be the practical business-person that you are.

If not, thank them and let it go. Do the tapping and cutting ties meditation process, if you need to. But consign it to your past and move on.

Now that's done, shall we dive in?

Question 1:

WHY DID YOU SIGN UP FOR XYZ?

This is where you uncover their hidden motivations. Are they your Dream Audience?



Were they a good fit?

Before you take on someone's feedback, you need to know whether they were a good fit for your product or service.

What motivated them to sign up? What were they looking for? How does that compare with what you're offering? In other words, did you have a chance of meeting their expectations?

If yes, then great! The rest of their feedback has extra value for you.

In no, then you need to look at how they signed up. Is there something about your sales page / conversation that they misunderstood or (Ego-free-please!) that over-promises?

If they're not a good fit for you, - not your ideal customer - then read the rest of their feedback in that context, though it may still hold gems for you.

Question 2:

HOW, SPECIFICALLY, DID XYZ PRODUCT / SERVICE HELP YOU?

Even in the most passionately-angry feedback, there will still be positives. By making this your next question, you're helping your customer to start in a more constructive frame of mind.

For those who loved the experience, it gives them the chance to give you specific details. These are absolute gems for testimonials (always ask permission first!) and sales page benefits lists. We all love to read about details of how something will help us, before we commit to buying it.

For those who want to rant, it will help them balance out their nervous system by shifting them towards positives. It calms the mind, reduces stress hormones and gives them access to the pre-frontal cortex of their brain again, instead of just the primal 'sabre-tooth-tiger' part that comes into play when anger and stress hormones rage. This means you're more likely to get actionable, reasonable feedback from them, even if they are criticising you.

Having measurable results in your feedback gives you something to work on. By encouraging people to be specific, rather than giving you the top level, 'Oh I just loved it - that's all!', you have feedback - positive or negative - that you can work with.

If you get a 'not at all' response, then you know you're dealing with an angry customer who needs some TLC, if you want to rebuild the relationship with them, or a polite 'farewell' (and possibly refund), if you don't want to see them again.



Question 3:

WHAT QUESTIONS DO YOU STILL HAVE ABOUT XYZ TOPIC?

This is where you get your future product ideas - or product upgrade inspiration.



What else do they want?

This is rich territory for discovering if there are any gaps that need to be filled in your product or service. Is there anything, perhaps, that seemed obvious to you, but has left your customer confused?

Perhaps their need is something beyond the scope of what they bought? In which case, do you need to create a product / service that comes before that one? Or afterwards? Or as an add-on / upgrade?

Is the question actually one you should be answering, or could a partner company be better placed to cover that? In which case, who might you know who you could team up with?

Remember to focus on your core strengths. You don't have to answer every question your customer has.

Question 4:



This is the key to future improvements
or even next-level products / services.

WHAT COULD WE DO TO MAKE XYZ PRODUCT / SERVICE EVEN BETTER, FOR FUTURE CLIENTS?

The use of the word 'even' is important here. It's unlikely that your product is fundamentally flawed - though that needs massive, urgent action, if it is the case.

This is where you get the gems for future improvements or next-level product / service ideas. It can give you insights for add-ons and upgrades.

Happy customers often find it hard to give 'constructive' feedback, meaning you miss those opportunities. This question helps to unlock them.

However, be aware, if someone has the need for a super-rant, the word 'even' can get them being a bit rude. That's fine. They're venting their spleen. And most of the time it will help them to focus on the fact that there **were** positives.

The question also demonstrates that you are genuinely open to feedback, which can strengthen an already-positive relationship and could help to heal a damaged one.

And the answers could unlock a gold mine of ideas for your business.

Question 5:

WHO MIGHT YOU RECOMMEND THIS TO AND WHY?

This opens opportunities to find audiences you might not have considered.



Are you reaching the right audience?

A good sales page / conversation needs to make it clear who your product or service is for - and who it is not for.

Even a ranting customer might come up with useful, positive feedback at this stage.

Although we think we have got this sorted, it may be that there's an audience we haven't considered, who would love what we're offering. Or it might be that we need to tweak our Dream Audience description and the way we communicate that.

The second part of this question - the 'why' - gives us more detail on the benefits our product or service brings, which are useful for attracting new customers, and can also be another avenue for testimonials (with permission).

It's much more useful than a yes / no answer.

How To Respond To Negative Feedback

If you ignore them, and they're not happy, they'll shout more loudly - perhaps to their friends and colleagues, if they feel you're not listening.

On the other hand, if you try reasoning with them, then you risk the 'Backfire Effect' (see page 106 of Dare To Dream Bigger), where they dig their heels in and become more entrenched in their view.

If their feedback is something you can fix, let them know. Thank them for bringing it to your attention. We all love to know we made a difference.

If they were a bad fit for your product or service, perhaps you could refund them at least some of what they paid? Or give them access to a more suitable option, instead? Or at least explain what action you are taking to help make sure that it's easier for future customers to pick the right option for them.

At the very minimum, consider sending something along the lines of, "Our team has reviewed your feedback and we are grateful to you for taking the time to send it to us." But if you want to close the conversation, rather than open up more discussion, make that clear, too.

That's why your Ego needs to be out of the way in this process. I know from personal experience that if you're sitting in the mire of pain and confusion at someone's feedback when you respond to them, it fans the flames on their World's Best Critic fire!

Customers who don't feel heard will shout even louder.



Make sure they feel you have listened, even if you feel you need to politely end the conversation.

Wrapping Up:

WHAT DO YOU DO WITH ALL OF THIS FEEDBACK?

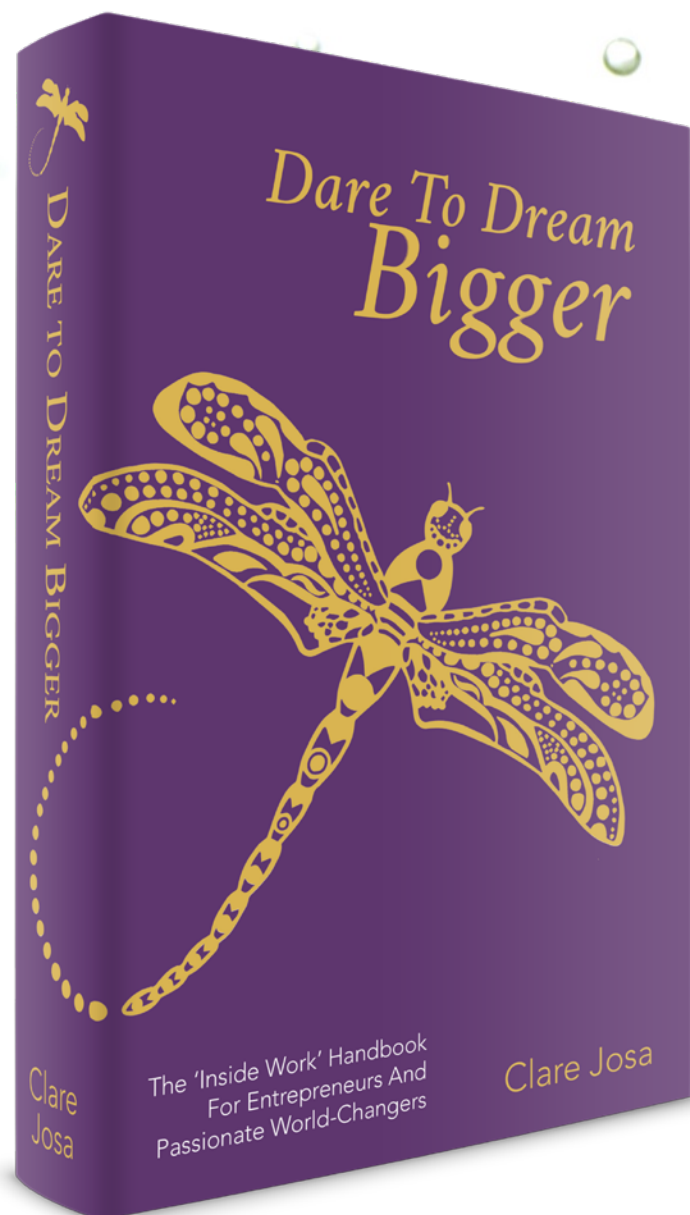
How to proactively use it for business growth.



What could we learn from this?

Whether you do this 'real-time' or schedule regular feedback review sessions with your team, you can use feedback to:

- get more of the right kinds of clients by improving your sales page / conversation process
- increase client satisfaction by improving existing products or services
- grow your business by developing products or services to fill the gaps shown by the feedback, whether these are adjacencies or upgrades
- extend your audience by identifying other businesses with whom you could partner, to fill any gaps
- increase customer loyalty by showing you care and that you listen



WHAT'S NEXT?

I really hope you have found this useful. I can't wait to hear how you go and use this stuff. You can let me know by emailing hello@clarejosa.com. Still got questions? Let me know!

And if you'd like to dive in and clear out the hidden blocks that might have been keeping you stuck dreaming big, but playing small, then make sure you've got the Dare To Dream Bigger Handbook.

www.DareToDreamBiggerHandbook.com

Everything that we do to get in our own way, we cover in the Handbook. In it, I share with you - unfiltered - the same techniques I share with my **Mentoring Clients**, my

Dare To Dream Bigger:
The 'Inside Work' Handbook For
Entrepreneurs & Passionate
World-Changers

Masterminders and my Dare To Dream Bigger Academy members.

Is it time for you to step up to the next level, to Dare To Dream Bigger?

I'd love to share the journey with you.

With love, Namaste,

Clare x

Clare Josa

Author, Speaker, 'Inside Work' Mentor To Passionate World-Changers