



Build Trust

Establish Rapport
Actively Listen

Verify

Extention
Eligibility Status

Address Concerns

Gain Understanding
Answer Honestly

PREPARE

OPENING

- Greet (Name, Rank, URNCO)
- Agenda (What & Why)
- Get Go Ahead

CONVERSATION

- Ask Targeted Questions (Motivators and Value)
- Present Targeted Solutions (Features and Benefits)
- Check for Feature Acceptance

CLOSE

- Recap the Conversation
- Gain Commitment
- Next Step

FOLLOW-UP

- Annotate in 4856
- Schedule Next Action

**URNCO COMMUNICATION
GUIDE CARD**