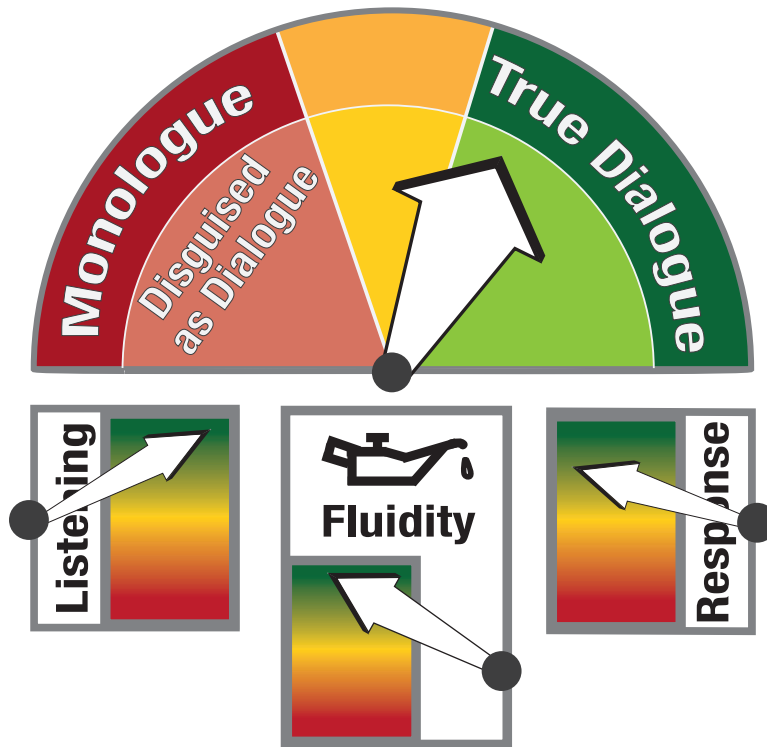


# The Yastrow “Conversationometer”



In every conversation, especially those with customers, continuously monitor the quality of your dialogue. Is the dialogue fluid?

Am I listening, and responding based on what I'm hearing? Are we locked in together in true dialogue, or are we committing "monologue disguised as dialogue?" Why is it so important to self-monitor your contribution to a conversation? Because your customer is also monitoring the quality of the conversation.

Don't believe that you can get away with monologue, or weak dialogue, without being found out. Use The Conversationometer to ensure that you are totally engaged in genuine dialogue with your customer. The most important asset your business has is its relationships, and true conversation is the blood flow of relationship-building encounters.

Think of The Conversationometer as being like one of those heart monitoring machines in the hospital. Don't flatline.