

Earn Trust through Communication

3 Key Communication Principles

1. Demonstrate Understanding Through Mindful Paraphrasing
2. Provide a Direct Response and Explain Why
3. Educate the Selling Partner (showing we care)



3 Essential Components of PAA Communication

1. Issue Paraphrase
2. Root Cause Communication
3. Manage SP Expectations

4 Steps for Mindful Paraphrasing

1. Read the Selling Partner's email thoroughly
2. List down all key details in the SP's communication to identify stated and unstated intent accurately
3. Open your response by reflecting their key concern clearly and proficiently
4. Demonstrate Balanced Empathy throughout

Direct Response with a clear 'why'

1. Explain the 'why' behind 'No', 'Please wait' or 'Need more info'
2. Avoid non-value statements that bury the main message. Keep responses focused
3. Tailor standard blurbs to address SP's context
4. Skip apologies for policy decisions - focus on solutions
5. Do not blame the policy. Connect it to the resolution

7 Best Practices in PAA Communication

1. Explain the 'why' behind the PAA
2. Include case specific details
3. Manage Selling Partner expectations on timelines
4. Avoid Non-Value Added Statements
5. Explain Internal Review/PAA Processes
6. Tailor standard PWF blurbs
7. Appropriate touch base on ageing PAA