



**Get** – Refers to the answers clients receive. Typically one would supply comprehensive answers to general questions and focused relevant answers to more specific questions. Also, addressing the subtext of any questions is a key element of the Get dynamic. The goal is to always strive to make great answers. Avoid spelling and grammar errors. Wherever possible, supply graphics - a picture really is worth a thousand words. Some questions may be answered better by content outside the information base from, possibly, somewhere else on the company's web site or on another organization's web site and links can be used to reference this information. As well, relevant documents can be attached to the answer for additional information and easy access by the client.

**Belong** – Is a key concept to understand when building superior answers which promote the development of client relationships. The Belong concept acknowledges the importance of the client. There are 2 elements to note here:

1. *How does the client 'belong' to the answer given* – The need here is to ensure the client is informed on how they relate to the answer. It could be a direct relationship. For example starting an answer with, "In answer to your question" directly relates the customer to the response. It could be an indirect relationship where the client is associated to a group with similar concerns. For example stating in your answer, "the people who would benefit most from this are retired or near retirement" will very likely resonate with readers who fit this profile and help form a relationship. Another aspect of the 'belonging to the answer' concept occurs when clients see each of the questions they wanted to ask is already answered satisfactorily in the information base. The questions & answers resonate with them and help with the forging of a tighter bond to the organization.

2. *How does the answer 'belong' to the customer* – All answers are not created equally. It would be beneficial stating the class of answer being provided. Is the answer well researched, professional, of a particular quality, prestigious, essential, etc.? If the class of the answer is defined in the response it will resonate with clients seeking those types of answers. One could simply state, "an excellent answer to your question is as follows:" and have classed responses given as being excellent and, and as well, classed the client as a person belonging to a group of excellence seekers.

**Grow** – Is another key concept and refers to the supplying of answers to clients which they will see as greatly improving their knowledge and effectiveness. For example a financial organization may supply a client with a specific answer to their finance question and as well include a link to a resource they could use to understand more about the financial sector their question was relevant to. The message given to the client is the organization 'cares' about their

