



## **HOW YOU RESPOND TO UPSET CUSTOMERS**

No one buys things to feel bad. Everyone, in their own way, buys things to feel better. Therefore, as someone who sells things, it is your business to make all customers feel better. Repeat, *all* customers, even the ones who don't know they want to feel better. That includes upset, vindictive, obstinate, and temporarily crazed customers.

You may ask - Aren't there times when you have to make certain allowance for *certain* people? You're right, sometimes you have to make allowances for yourself. You are as much a customer as a seller. Is there anyone who can safely say that he or she has never been upset, vindictive, obstinate, or temporarily crazed?

Remember to do this - First, fix the customer, and then fix the customers problem. The bigger part of any solution is usually not what you fix; it's how you fix it.



## How You Respond To Upset Customers Checklist

Scoring Key: 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Usually, 5 = Always

Circle One

### *I can help upset customers when...*

- 1. They attack me personally 1 2 3 4 5
- 2. They are out of control 1 2 3 4 5
- 3. They are confused 1 2 3 4 5

### *When I'm assisting an upset customer, I...*

- 4. Do not interrupt what he or she is saying 1 2 3 4 5
- 5. Try to focus on facts versus feelings 1 2 3 4 5
- 6. Try to provide a sense of privacy 1 2 3 4 5
- 7. Have an attentive posture and friendly eye contact 1 2 3 4 5
- 8. Take notes with his or her permission 1 2 3 4 5
- 9. Express empathy (constructive sympathy) 1 2 3 4 5
- 10. Have a calm but confident tone of voice 1 2 3 4 5
- 11. Do not use the word "but" in my response 1 2 3 4 5
- 12. Call other company personnel when appropriate 1 2 3 4 5
- 13. Am not defensive of myself or the company 1 2 3 4 5
- 14. Do not get upset 1 2 3 4 5

### *Following my conversation with the upset customer, I...*

- 15. Feel better 1 2 3 4 5
- 16. Know the customer feels better 1 2 3 4 5
- 17. Do not repeat the incident to other employees 1 2 3 4 5
- 18. Visualize the customer feeling better 1 2 3 4 5
- 19. Focus more on how rather than what I did 1 2 3 4 5
- 20. Would like to do business with the customer again 1 2 3 4 5

If you scored:

**100-80** = You have a healthy attitude and are able to make people feel better, even when they sometimes look like they're trying to make you feel worse.

**79-50** = Your attitude depends on how you feel and not necessarily on how the customer is feeling. Honestly try harder.

**49 or below** = You may want to consider a profession other than selling. Customers are not paid to feel good, buy you are.

***"The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you... You are in charge of your attitudes." Author Unknown***