



## Customers from \$^#&!

### 7 Steps of Prevention

1. Pause
2. Acknowledge
3. Clarify
4. Respond
5. Focus on what we can do
6. Tone
7. In their shoes

### 5 Do's & Don'ts

#### DO

1. Do consider the big picture.
2. Do acknowledge feelings.
3. Do ask the four Ws. (who,what,when,where)
4. Do apologize for mistakes.
5. Do be respectful.

#### DON'T

- Don't focus on the single action.
- Don't say, "Calm Down." Ever.
- Don't ask "Why"
- Don't over explain.
- Don't become a doormat.

### Positive Phrases

I'll be happy to...

My pleasure...

No problem

Anything else I can do for you?

I'll take care of it

Please

Thank you

Know your HOT buttons!

### Who Are Customers?

- *Customers are the most important people ever on these premises.*
- *Customers are not dependent on us. We are dependent on them.*
- *Customers are not interruptions to our work. They are the purpose of it.*
- *Customers are not people to argue with, match wits with or insult behind their backs. Nobody ever won an argument with a customer.*
- *Customers bring us their needs. It is our job to handle them profitably for them and for ourselves.*

### Books to Read:

- *Calming Upset Customers*, by Rebecca L. Morgan
- *Customer Service for Dummies*, by Karen Leland and Keith Bailey
- *Defusing Hostile Workbook*, by Robert Bacal
- *Delivering Knock Your Socks off Service*, by Peter Zemke
- *How to Get Along with Difficult People*, by Florence Littauer