**The Nordstrom Way – Customer Service**

**1. Empower employees to make decisions**

* **Feedback:** It seems like there was a missed opportunity to take initiative. Empowering yourself to make decisions within reasonable limits shows confidence and builds customer trust.
* **When to Provide Feedback:** If the user hesitates or seeks approval during role play for minor decisions that could be resolved autonomously.

**2. Build trust through transparent communication**

* **Feedback:** There was a chance to build trust by being upfront about the issue. Clear, honest communication helps maintain credibility, even when sharing bad news.
* **When to Provide Feedback:** If the user avoids addressing a sensitive issue directly or gives incomplete information during a customer interaction.

**3. Hire employees who share your organizational values**

* **Feedback:** There was a missed opportunity to showcase alignment with company values. Demonstrating values in customer interactions strengthens the brand message.
* **When to Provide Feedback:** If the user shows misalignment with the company’s values, such as prioritizing personal gain over customer satisfaction.

**4. Encourage long-term relationships with customers**

* **Feedback:** There was an opportunity to foster a long-term connection. Following up shows that you value the customer beyond the immediate transaction.
* **When to Provide Feedback:** If the user focuses solely on closing a sale rather than building rapport or following up with the customer.

**5. Focus on creating a positive employee experience to enhance customer service**

* **Feedback:** There was a chance to acknowledge team collaboration or contributions. Recognizing efforts improves morale and indirectly benefits customer service.
* **When to Provide Feedback:** If the user neglects to acknowledge or encourage team members' contributions in collaborative role-play exercises.

**6. Adapt services to meet customer needs**

* **Feedback:** There was an opportunity to adapt the solution based on customer feedback. Flexibility shows that you are attentive to their unique needs.
* **When to Provide Feedback:** If the user fails to adjust their approach or solution when the customer's situation or preferences are mentioned in the role play.

**7. Encourage employees to use good judgment in all situations**

* **Feedback:** It seems like there was hesitation to use discretion. Trusting your judgment within policy boundaries can lead to faster, more satisfying resolutions.
* **When to Provide Feedback:** If the user rigidly adheres to hypothetical policies, even when a reasonable exception would improve the customer’s experience.

**8. Personalize the customer experience**

* **Feedback:** There was an opportunity to tailor the interaction. Mentioning specific details about the customer creates a more meaningful and personalized experience.
* **When to Provide Feedback:** If the user offers a generic solution without referencing the specific details of the customer’s preferences or needs.

**10. Value and act on customer feedback**

* **Feedback:** It seems like the customer’s feedback was not fully acknowledged. Proactively acting on feedback shows you value their input and are solution-focused.
* **When to Provide Feedback:** If the user dismisses or fails to address the customer's feedback or concerns raised during the interaction.

**11. Make customer relationships a long-term priority over short-term sales**

* **Feedback:** There was an opportunity to prioritize the relationship over closing the sale. Building trust and rapport ensures repeat business and long-term loyalty.
* **When to Provide Feedback:** If the user uses high-pressure sales tactics or focuses only on immediate results without addressing future customer engagement.

**12. Create a seamless and hassle-free customer experience**

* **Feedback:** It seems like there were unnecessary complications in resolving the issue. Simplifying the process ensures a more positive customer experience.
* **When to Provide Feedback:** If the user introduces unnecessary complications or steps in resolving a customer's issue in the role play.

**13. Recognize and reward employees for exceptional service**

* **Feedback:** There was a missed opportunity to recognize exceptional efforts. Acknowledging these contributions reinforces a positive service culture.
* **When to Provide Feedback:** If the user doesn’t acknowledge team members' efforts or misses an opportunity to reinforce positive behaviour in a collaborative exercise.

**14. Maintain a consistent brand experience across all touchpoints**

* **Feedback:** There was an inconsistency in tone or messaging. Consistency across all interactions strengthens the brand's reputation.
* **When to Provide Feedback:** If the user’s tone, approach, or messaging shifts inconsistently during different stages of the role play scenario.

**15. Foster a culture of collaboration among employees**

* **Feedback:** It seems like there was hesitation to involve team members. Collaboration helps find better solutions and shows customers you value teamwork.
* **When to Provide Feedback:** If the user shows reluctance to involve or coordinate with team members to solve a customer’s problem in a team-based exercise.

**16. Show empathy during customer interactions**

* **Feedback:** You missed an opportunity to show empathy. Acknowledging the customer’s emotions demonstrates care and builds rapport.
* **When to Provide Feedback:** If the user dismisses or downplays the customer’s emotions or concerns in a role-play scenario.

**17. Simplify policies to empower employees and satisfy customers**

* **Feedback:** The interaction felt restricted by rigid policies. Simplifying processes can empower you to resolve issues more efficiently.
* **When to Provide Feedback:** If the user rigidly cites policy or procedural barriers instead of creatively resolving the customer’s issue.

**18. Encourage employees to own the customer experience**

* **Feedback:** There was an opportunity to take full ownership of the customer’s issue. Demonstrating accountability builds trust and satisfaction.
* **When to Provide Feedback:** If the user tries to shift responsibility for the customer’s issue to another department or hypothetical team member.

**19. Celebrate small wins to reinforce service-oriented behaviour**

* **Feedback:** It seems like small successes were overlooked. Celebrating these moments can motivate employees and create positive momentum.
* **When to Provide Feedback:** If the user overlooks opportunities to highlight progress or acknowledge positive outcomes during role-play sessions.

**20. Innovate based on evolving customer expectations**

* **Feedback:** There was an opportunity to adapt to changing customer needs. Staying ahead of expectations shows commitment to innovation and relevance.
* **When to Provide Feedback:** If the user repeats outdated or irrelevant approaches instead of adapting to modern customer needs presented in the scenario.

**21. Empower customers by giving them control**

* **Feedback:** It seems like the customer wasn’t offered enough choices. Providing options helps empower customers and enhances satisfaction.
* **When to Provide Feedback:** If the user fails to offer the customer choices, such as not giving options for resolving an issue or making a decision.

**22. Deliver service as an act of trust and respect**

* **Feedback:** You could have been more transparent in your response. Trust is built when you’re clear about challenges and honest about solutions.
* **When to Provide Feedback:** If the user demonstrates scepticism or distrust toward the customer’s concerns or requests during the role-play scenario.

**23. Use storytelling to reinforce company values**

* **Feedback:** There was a missed opportunity to use storytelling. Sharing relevant examples makes your points more memorable and relatable to the customer.
* **When to Provide Feedback:** If the user misses an opportunity to share a relevant anecdote or example to illustrate a solution or reinforce rapport with the customer.

**24. Go beyond expectations to create memorable moments**

* **Feedback:** It seems like the interaction ended without a personal touch. Adding a thoughtful gesture helps leave a lasting positive impression.
* **When to Provide Feedback:** If the user resolves the customer’s issue but does not seize the chance to exceed expectations, such as adding a small gesture of appreciation.

**28. Treat mistakes as learning opportunities**

* **Feedback:** There was hesitation to acknowledge a mistake. Treating errors as learning opportunities demonstrates maturity and fosters improvement.
* **When to Provide Feedback:** If the user becomes defensive or fails to acknowledge and correct an error they made during the role play.

**29. Show customers they are valued through personalization**

* **Feedback:** It seems like personalization was missing from the interaction. Tailoring responses to the customer builds a stronger connection.
* **When to Provide Feedback:** If the user handles the customer in a generic manner, without referencing specific details from the scenario provided.

Hug Your Haters **– Customer Service**

**1. Always respond to customer complaints**

* **Feedback:** It seems like you missed an opportunity to address the customer's issue. Responding promptly shows that you value their feedback and care about their concerns.
* **When to Provide Feedback:** If the user fails to respond to a customer complaint in a timely manner during a role-play scenario.

**2. Embrace complaints as opportunities**

* **Feedback:** There was a chance to turn the complaint into a positive experience. Seeing complaints as opportunities helps build trust and retain customers.
* **When to Provide Feedback:** If the user reacts defensively or dismisses the importance of the complaint in the scenario.

**3. Personalize your responses**

* **Feedback:** The response felt too generic. Tailoring responses to the customer’s specific issue creates a more meaningful connection.
* **When to Provide Feedback:** If the user uses a generic script without acknowledging the customer’s unique concerns.

**5. Use complaints to improve your processes**

* **Feedback:** There was a missed opportunity to learn from the feedback provided. Complaints often highlight areas where improvements can be made.
* **When to Provide Feedback:** If the user resolves the issue but fails to note patterns or suggest improvements based on recurring complaints.

**6. Be quick to acknowledge complaints**

* **Feedback:** The acknowledgment was delayed. Responding quickly to complaints shows customers that their concerns are a priority.
* **When to Provide Feedback:** If the user delays acknowledgment of the issue during the scenario, leading to customer frustration.

**8. Apologize sincerely and take ownership**

* **Feedback:** The apology didn’t feel genuine or lacked ownership of the issue. A sincere apology helps rebuild trust.
* **When to Provide Feedback:** If the user offers a superficial apology or deflects blame during the role-play.

**10. Respond to positive feedback, too**

* **Feedback:** There was a missed opportunity to engage with satisfied customers. Acknowledging positive feedback fosters loyalty.
* **When to Provide Feedback:** If the user ignores or downplays a positive review during the scenario.

**11. Use data to prioritize complaints**

* **Feedback:** It seems like you didn’t assess the complaint’s urgency effectively. Using data to prioritize responses ensures critical issues are addressed first.
* **When to Provide Feedback:** If the user responds to low-priority complaints while leaving high-priority issues unresolved in the scenario.

**12. Resolve issues in one interaction whenever possible**

* **Feedback:** The issue required multiple follow-ups when it could have been resolved immediately. Striving for one-touch resolution minimizes customer effort.
* **When to Provide Feedback:** If the user unnecessarily prolongs the resolution process during role play.

**13. Appreciate even your most difficult customers**

* **Feedback:** It seemed like you became frustrated with the customer’s tone. Showing appreciation even to difficult customers can diffuse tension and lead to better outcomes.
* **When to Provide Feedback:** If the user reacts emotionally or escalates the situation instead of de-escalating during the exercise.

**14. Address underlying causes, not just symptoms**

* **Feedback:** The resolution addressed the immediate issue but didn’t tackle the root cause. Fixing underlying problems prevents recurring complaints.
* **When to Provide Feedback:** If the user resolves the immediate issue but misses the chance to address the systemic cause of the complaint.

**15. Be proactive in seeking customer feedback**

* **Feedback:** It seems like you waited for complaints instead of proactively asking for feedback. Engaging customers early can prevent dissatisfaction.
* **When to Provide Feedback:** If the user only reacts to customer feedback instead of initiating a conversation to gather insights.

**16. Don’t take complaints personally**

* **Feedback:** Your reaction suggested the complaint felt like a personal attack. Staying objective helps maintain professionalism and resolve issues effectively.
* **When to Provide Feedback:** If the user becomes defensive or emotional during the scenario, rather than focusing on solving the problem.

**18. Avoid overpromising when resolving complaints**

* **Feedback:** The resolution included promises that may be difficult to keep. Setting realistic expectations prevents further dissatisfaction.
* **When to Provide Feedback:** If the user overpromises a solution during the scenario, potentially leading to unmet expectations.

**19. Measure success by customer satisfaction, not just resolution speed**

* **Feedback:** The focus seemed to be on closing the case quickly rather than ensuring the customer was satisfied. Prioritizing satisfaction leads to better outcomes.
* **When to Provide Feedback:** If the user resolves the issue but leaves the customer feeling undervalued or unheard in the scenario.

**20. Leverage social proof to reinforce resolutions**

* **Feedback:** There was an opportunity to mention how others benefited from similar resolutions. Social proof helps reassure customers about the proposed solution.
* **When to Provide Feedback:** If the user resolves the issue but fails to highlight evidence or testimonials supporting the resolution during role play.

**21. Respond to criticism even when you can’t resolve the issue**

* **Feedback:** It seems like the unresolved issue wasn’t acknowledged. Even when a solution isn’t possible, addressing the criticism shows the customer you care.
* **When to Provide Feedback:** If the user ignores or avoids addressing a complaint they cannot fully resolve during the scenario.

**22. Provide clarity when handling complex issues**

* **Feedback:** The explanation felt unclear and added to the customer’s confusion. Breaking down complex issues into simple terms helps reassure the customer.
* **When to Provide Feedback:** If the user gives vague or overly technical explanations in response to a customer’s complaint.

**23. Show gratitude for all customer feedback**

* **Feedback:** It seemed like the feedback wasn’t fully appreciated. Thanking customers for their input fosters goodwill and encourages further engagement.
* **When to Provide Feedback:** If the user neglects to thank the customer for their complaint or feedback in the role play.

**24. Avoid automatic or robotic responses**

* **Feedback:** The response felt too scripted and impersonal. Personalizing your communication builds a more genuine connection with the customer.
* **When to Provide Feedback:** If the user relies heavily on pre-written scripts without tailoring them to the situation.

**25. Turn detractors into advocates**

* **Feedback:** There was an opportunity to go beyond resolving the complaint and turn the customer into a promoter. Satisfying unhappy customers can lead to strong advocacy.
* **When to Provide Feedback:** If the user resolves the issue but doesn’t attempt to build goodwill for future interactions.

**26. Stay calm under pressure**

* **Feedback:** The response seemed rushed or emotional. Maintaining composure under pressure ensures professionalism and builds trust with the customer.
* **When to Provide Feedback:** If the user reacts emotionally or appears flustered during a challenging interaction.

**27. Offer alternate resolutions when necessary**

* **Feedback:** There was an opportunity to provide alternative solutions when the initial resolution didn’t fully meet the customer’s needs. Offering choices builds flexibility.
* **When to Provide Feedback:** If the user insists on a single solution without exploring alternatives in the scenario.

**28. Balance empathy with efficiency**

* **Feedback:** The response felt either overly mechanical or too drawn-out. Balancing empathy with concise communication ensures both satisfaction and efficiency.
* **When to Provide Feedback:** If the user spends too much time on emotional reassurance without progressing toward a resolution, or if they are too abrupt.

**30. Respond to feedback in the customer’s tone**

* **Feedback:** The tone of the response didn’t match the customer’s communication style. Mirroring their tone can help establish rapport and ensure the response feels appropriate.
* **When to Provide Feedback:** If the user uses a tone that feels dismissive or out of sync with the customer’s emotions during the role-play.

Atomic Habits – Mindset

**1. Focus on Identity-Based Habits**

* **Feedback:** Your actions didn’t reflect the traits of a proactive and empathetic customer service professional. Adopting the mindset of someone who values each interaction as a chance to help is key.
* **When to Provide Feedback:** If the user approaches scenarios reactively instead of proactively demonstrating service-oriented traits.

**2. Build Small, Consistent Improvements**

* **Feedback:** You seemed to aim for perfection in this interaction instead of focusing on incremental improvements. Embracing small, consistent progress helps refine customer engagement skills.
* **When to Provide Feedback:** If the user becomes overwhelmed by trying to excel at every aspect of the interaction simultaneously.

**4. Make Actions Attractive**

* **Feedback:** The solution presented didn’t appeal to the customer’s needs or emotions. Highlighting benefits in a compelling way can increase customer interest and satisfaction.
* **When to Provide Feedback:** If the user provides solutions without framing them in ways that appeal to the customer.

**5. Use the Two-Minute Rule**

* **Feedback:** The interaction lacked a quick and simple start to address the customer’s concerns. Initiating action immediately can help create momentum in resolving issues.
* **When to Provide Feedback:** If the user delays the initial response or overanalyses the situation before acting.

**6. Focus on Systems, Not Just Goals**

* **Feedback:** The approach focused on closing the sale rather than establishing a repeatable system for building customer trust. Focus on processes that lead to consistent success.
* **When to Provide Feedback:** If the user focuses on short-term outcomes without demonstrating scalable approaches.

**7. Optimize for Convenience**

* **Feedback:** The resolution process added unnecessary friction for the customer. Simplifying steps ensures a smoother and more pleasant experience.
* **When to Provide Feedback:** If the user creates extra hurdles for the customer in their solution.

**8. Use Rewards to Reinforce Positive Actions**

* **Feedback:** The effort made by the customer wasn’t acknowledged. Praising and rewarding customer cooperation builds stronger relationships.
* **When to Provide Feedback:** If the user fails to thank or recognize a customer’s patience or engagement.

**9. Create Accountability**

* **Feedback:** You missed an opportunity to follow up with the customer or set expectations for next steps. Accountability builds trust and ensures resolution.
* **When to Provide Feedback:** If the user closes the interaction without offering a follow-up or checking back.

**10. Focus on Cues to Trigger Behaviour**

* **Feedback:** The interaction didn’t identify specific triggers for customer decisions, such as offering time-sensitive benefits. Using cues can guide behaviour effectively.
* **When to Provide Feedback:** If the user misses opportunities to link customer actions with actionable triggers.

**11. Avoid Focusing on Outcomes Alone**

* **Feedback:** The emphasis was on making the sale without addressing the customer’s experience or satisfaction. Balancing outcomes with customer focus ensures loyalty.
* **When to Provide Feedback:** If the user rushes to close the interaction without building rapport.

**12. Habit Stacking to Build Consistency**

* **Feedback:** Your process didn’t leverage existing routines to create consistency. Habit stacking ensures smoother and more reliable service delivery.
* **When to Provide Feedback:** If the user fails to integrate best practices into their existing workflow.

**13. Make Habits Satisfying**

* **Feedback:** The resolution lacked an immediate reward for the customer. Building satisfaction into the experience increases loyalty.
* **When to Provide Feedback:** If the user completes a task without considering the customer’s immediate positive takeaway.

**14. Break Down Bad Habits**

* **Feedback:** The interaction showed signs of ineffective habits, such as rushing or over speaking. Identifying and breaking these patterns improves communication.
* **When to Provide Feedback:** If the user repeats unproductive behaviours during role-play.

**15. Use Visual Cues**

* **Feedback:** Your communication lacked visual or verbal cues to guide the customer’s decision. Providing clear prompts ensures clarity.
* **When to Provide Feedback:** If the user relies solely on explanations without visual or structured prompts.

**16. Track Customer Progress**

* **Feedback:** The conversation didn’t reflect any tracking of customer history or preferences. Keeping track ensures personalized and informed service.
* **When to Provide Feedback:** If the user handles a repeat customer as if they were new, missing opportunities to personalize.

**17. Focus on One Change at a Time**

* **Feedback:** You introduced too many suggestions at once, which could overwhelm the customer. Focusing on one key solution simplifies decision-making.
* **When to Provide Feedback:** If the user floods the customer with multiple options or changes.

**19. Set Clear Intentions for Every Interaction**

* **Feedback:** The interaction lacked a clear purpose. Setting intentions helps guide customer conversations and achieve goals efficiently.
* **When to Provide Feedback:** If the user appears directionless during the role-play.

**21. Balance Empathy with Efficiency**

* **Feedback:** The interaction leaned too heavily on empathy without progressing toward resolution. A balance ensures both connection and productivity.
* **When to Provide Feedback:** If the user spends excessive time sympathizing without offering a solution.

**23. Celebrate Customer Milestones**

* **Feedback:** The interaction missed recognizing a milestone, such as a long-term customer relationship. Celebrations reinforce loyalty.
* **When to Provide Feedback:** If the user ignores opportunities to highlight key achievements.

**24. Prepare for Difficult Scenarios**

* **Feedback:** The approach didn’t anticipate objections or challenges. Preparing for tough situations builds confidence.
* **When to Provide Feedback:** If the user appears unprepared when a customer raises an issue.

**25. Highlight Customer Benefits Clearly**

* **Feedback:** The value of the solution wasn’t articulated effectively. Clarifying benefits ensures customers understand their value.
* **When to Provide Feedback:** If the user offers a solution without emphasizing its advantages.

**26. Align Habits With Customer Goals**

* **Feedback:** Your suggestions didn’t consider the customer’s long-term goals. Aligning solutions with their objectives ensures satisfaction.
* **When to Provide Feedback:** If the user focuses solely on short-term fixes.

**27. Use Storytelling to Reinforce Habits**

* **Feedback:** You missed an opportunity to use stories to illustrate the impact of your solution. Stories are memorable and persuasive.
* **When to Provide Feedback:** If the user explains solutions mechanically, without relatable examples.

**28. Eliminate Unnecessary Steps**

* **Feedback:** The interaction introduced extra steps for the customer. Simplifying ensures faster resolution and satisfaction.
* **When to Provide Feedback:** If the user overcomplicates a process.

**29. Match Energy Levels to Customer Needs**

* **Feedback:** The tone and pace didn’t align with the customer’s mood or urgency. Matching energy levels builds rapport.
* **When to Provide Feedback:** If the user’s tone is mismatched with the customer’s emotional state.

**30. Reframe Challenges as Opportunities**

* **Feedback:** The issue was treated as a problem rather than an opportunity to exceed expectations. Reframing improves outcomes.
* **When to Provide Feedback:** If the user focuses on the difficulty rather than its potential.

Mindset the new psychology – Mindset

**1. Cultivate a Growth Mindset**

* **Feedback:** You seemed to avoid challenges during this interaction. Embrace opportunities to learn and grow, even when they seem difficult.
* **When to Provide Feedback:** If the user avoids a challenging customer scenario or dismisses opportunities to learn.

**6. Practice Active Listening**

* **Feedback:** It seemed like you were more focused on responding than understanding. Actively listen to uncover customer needs.
* **When to Provide Feedback:** If the user interrupts or overlooks customer concerns during a role-play.

**7. Encourage Collaboration Over Competition**

* **Feedback:** The interaction felt more competitive than collaborative. Aligning with the customer builds trust and rapport.
* **When to Provide Feedback:** If the user engages in a confrontational or adversarial manner.

**8. Build Resilience in Adversity**

* **Feedback:** You appeared discouraged by a difficult interaction. Persevere through challenges to achieve better outcomes.
* **When to Provide Feedback:** If the user gives up or becomes visibly frustrated during a tough scenario.

**9. Value Constructive Criticism**

* **Feedback:** You didn’t seek or value customer feedback during this interaction. Constructive criticism highlights areas for growth.
* **When to Provide Feedback:** If the user disregards customer input or misses opportunities to gather feedback.

**10. Focus on Long-Term Relationships**

* **Feedback:** The approach seemed transactional rather than relational. Focus on building trust for sustained customer loyalty.
* **When to Provide Feedback:** If the user prioritizes immediate gains over cultivating long-term customer relationships.

**11. Embrace Continuous Improvement**

* **Feedback:** You appeared satisfied with your current skills. There’s always room to grow and refine your approach.
* **When to Provide Feedback:** If the user resists trying new methods or strategies during the session.

**12. Approach Setbacks Strategically**

* **Feedback:** The reaction to the setback lacked a clear plan for improvement. Analyse and strategize for better outcomes.
* **When to Provide Feedback:** If the user reacts emotionally or without reflection after a challenging scenario.

**15. Be Open to Adaptation**

* **Feedback:** Your approach seemed rigid. Flexibility allows you to meet diverse customer needs effectively.
* **When to Provide Feedback:** If the user sticks to one strategy despite clear indications it isn’t working.

**16. Balance Confidence with Humility**

* **Feedback:** The interaction lacked humility. Confidently acknowledge what you know while remaining open to learning.
* **When to Provide Feedback:** If the user appears overly self-assured or dismissive of customer concerns.

**18. Address Customer Concerns Directly**

* **Feedback:** Avoid sidestepping issues. Address concerns directly to build trust and resolve conflicts effectively.
* **When to Provide Feedback:** If the user evades or deflects customer questions or complaints.

**19. Take Ownership of Mistakes**

* **Feedback:** It seemed like you deflected responsibility. Owning mistakes strengthens credibility and trust.
* **When to Provide Feedback:** If the user blames others or circumstances for errors in the role-play.

**20. Encourage Customers to Provide Feedback**

* **Feedback:** You didn’t actively seek customer input. Inviting feedback shows that you value their opinions.
* **When to Provide Feedback:** If the user completes a scenario without encouraging feedback or suggestions.

**21. Prioritize the Customer’s Experience**

* **Feedback:** The interaction focused on the company’s needs over the customer’s experience. Shift the focus to their perspective.
* **When to Provide Feedback:** If the user centres the conversation on the business rather than the customer.

**22. Avoid Taking Criticism Personally**

* **Feedback:** The response to criticism felt defensive. Separate personal feelings from professional feedback to stay objective.
* **When to Provide Feedback:** If the user becomes emotionally reactive to negative feedback or complaints.

**23. Build Trust Through Transparency**

* **Feedback:** The interaction lacked openness. Transparency builds trust and reassures customers.
* **When to Provide Feedback:** If the user withholds important information or avoids being upfront.

**24. Demonstrate Patience**

* **Feedback:** The interaction seemed rushed. Taking the time to address concerns patiently improves outcomes.
* **When to Provide Feedback:** If the user interrupts or hurries the customer during role-play.

**25. Use Challenges to Showcase Resilience**

* **Feedback:** This challenging situation wasn’t used as an opportunity to display resilience and problem-solving.
* **When to Provide Feedback:** If the user avoids or shuts down during a difficult customer interaction.

**26. Turn Criticism into Actionable Steps**

* **Feedback:** Criticism was acknowledged but not converted into a plan of action. Create steps for improvement.
* **When to Provide Feedback:** If the user fails to use feedback to outline actionable next steps.

**27. Celebrate Small Wins**

* **Feedback:** Small successes were overlooked. Celebrating these keeps motivation high and builds morale.
* **When to Provide Feedback:** If the user focuses only on significant milestones, ignoring incremental progress.

**28. Avoid Defensive Responses**

* **Feedback:** The response felt defensive instead of constructive. Respond calmly to maintain professionalism.
* **When to Provide Feedback:** If the user counters customer complaints with defensive remarks.

**29. Encourage Customers to Share Their Stories**

* **Feedback:** There was an opportunity to ask open-ended questions to learn more about the customer’s needs and preferences.
* **When to Provide Feedback:** If the user sticks to closed questions, limiting customer input.

Confidence Gap – Confidence

**1. Embrace Discomfort as Growth**

* **Feedback:** It seems you avoided addressing the difficult aspect of the conversation. Lean into discomfort; it’s a sign you’re growing and handling challenges.
* **When to Provide Feedback:** If the user hesitates or avoids uncomfortable customer situations, such as complaints or objections.

**2. Focus on Values Over Goals**

* **Feedback:** The interaction lacked alignment with core values like empathy and patience. Ground your actions in values to guide consistent behaviour.
* **When to Provide Feedback:** If the user seems overly focused on short-term results instead of upholding service values.

**3. Take Action Despite Fear**

* **Feedback:** You seemed held back by uncertainty. Confidence grows through action, not by waiting to feel ready.
* **When to Provide Feedback:** If the user hesitates to address a challenging scenario, such as upselling or handling an irate customer.

**4. Practice Diffusion from Negative Thoughts**

* **Feedback:** It seemed like you were distracted by self-doubt. Acknowledge negative thoughts but let them pass to stay focused on the task.
* **When to Provide Feedback:** If the user appears preoccupied with their own insecurities, affecting their ability to engage fully.

**5. Be Present in the Interaction**

* **Feedback:** Your focus drifted during the conversation. Stay present and attuned to the customer’s needs to build trust.
* **When to Provide Feedback:** If the user appears disengaged or distracted during role-play.

**6. Reframe Fear as Motivation**

* **Feedback:** Fear held you back from fully engaging. Reframe it as energy to tackle the challenge head-on.
* **When to Provide Feedback:** If the user hesitates or overthinks in high-pressure scenarios.

**7. Commit to Small, Consistent Actions**

* **Feedback:** The interaction showed a lack of preparation. Build confidence by committing to consistent practice, even in small ways.
* **When to Provide Feedback:** If the user struggles with consistency in handling customer inquiries.

**9. Use Mindfulness to Manage Stress**

* **Feedback:** Stress affected your response. Pause, breathe, and refocus to stay calm and effective.
* **When to Provide Feedback:** If the user appears flustered during complex customer interactions.

**11. Build Confidence Through Practice**

* **Feedback:** You seemed uncertain. Confidence comes from repeatedly practicing skills until they feel natural.
* **When to Provide Feedback:** If the user appears unsure about handling familiar scenarios.

**12. Step Out of Your Comfort Zone**

* **Feedback:** You avoided the harder part of the interaction. Growth happens when you take on challenges outside your comfort zone.
* **When to Provide Feedback:** If the user consistently avoids tackling difficult scenarios.

**13. Create Psychological Flexibility**

* **Feedback:** Your response seemed rigid. Flexibility allows you to adapt to the customer’s unique needs.
* **When to Provide Feedback:** If the user uses a one-size-fits-all approach instead of tailoring their response.

**14. Learn to Observe, Not React**

* **Feedback:** The reaction was immediate and defensive. Observe the situation calmly before responding.
* **When to Provide Feedback:** If the user reacts emotionally to customer feedback or complaints.

**15. Address the Problem, Not the Emotion**

* **Feedback:** You focused too much on the emotional aspect. Address the issue directly while maintaining empathy.
* **When to Provide Feedback:** If the user overly sympathizes without offering solutions.

**16. Use Values to Overcome Challenges**

* **Feedback:** You struggled to stay focused. Ground your actions in the value of persistence to push through tough moments.
* **When to Provide Feedback:** If the user shows signs of giving up during a challenging interaction.

**18. Build Resilience by Facing Fears**

* **Feedback:** You hesitated due to fear of rejection. Facing fears directly builds resilience and confidence.
* **When to Provide Feedback:** If the user avoids initiating difficult conversations, such as upselling or resolving conflicts.

**19. Focus on Solutions, Not Problems**

* **Feedback:** You dwelled too much on the issue. Shift the focus to actionable solutions to move the conversation forward.
* **When to Provide Feedback:** If the user spends excessive time analysing problems without offering resolutions.

**20. Normalize the Presence of Anxiety**

* **Feedback:** Anxiety seemed to affect your delivery. Accept that it’s natural and focus on what you can control.
* **When to Provide Feedback:** If the user shows nervousness during role-play.

**21. Clarify and Restate Customer Needs**

* **Feedback:** You didn’t confirm the customer’s concerns. Restating their needs ensures alignment and builds trust.
* **When to Provide Feedback:** If the user misunderstands or overlooks key customer points.

**22. Encourage Open Communication**

* **Feedback:** You didn’t encourage the customer to share more. Ask open-ended questions to foster dialogue.
* **When to Provide Feedback:** If the user provides solutions without fully understanding the customer’s perspective.

**23. Balance Empathy with Action**

* **Feedback:** You empathized well but delayed offering a solution. Balance connection with actionable support.
* **When to Provide Feedback:** If the user spends too long sympathizing without resolving the issue.

**24. Accept Mistakes as Learning Moments**

* **Feedback:** You seemed discouraged by errors. Mistakes are valuable learning opportunities—embrace them.
* **When to Provide Feedback:** If the user shows frustration after a misstep.

**25. Break Big Challenges into Smaller Steps**

* **Feedback:** The issue felt overwhelming. Break it down into manageable steps to build confidence.
* **When to Provide Feedback:** If the user avoids engaging with complex customer concerns.

**27. Take Ownership of the Interaction**

* **Feedback:** You didn’t take responsibility for the resolution. Owning the process builds trust with the customer.
* **When to Provide Feedback:** If the user deflects responsibility or blames external factors.

**28. Cultivate Curiosity About Customers**

* **Feedback:** You didn’t explore the customer’s underlying concerns. Curiosity builds deeper understanding and rapport.
* **When to Provide Feedback:** If the user focuses solely on surface-level issues.

**29. Practice Non-Reactivity to Criticism**

* **Feedback:** You reacted defensively to negative feedback. Stay calm and focused to maintain professionalism.
* **When to Provide Feedback:** If the user becomes defensive during critique or complaints.

**30. Maintain Consistency Across Interactions**

* **Feedback:** Your approach felt inconsistent. Delivering consistent service builds customer trust and reliability.
* **When to Provide Feedback:** If the user’s performance varies significantly across scenarios.

The Big Leap – Confidence

**1. Recognize and Overcome the Upper Limit Problem**

* **Feedback:** It seems you held back from fully engaging with the client. Identify and overcome self-imposed limitations that prevent you from excelling.
* **When to Provide Feedback:** If the user avoids taking bold steps due to self-doubt.

**2. Embrace Discomfort as Growth**

* **Feedback:** You avoided addressing a challenging customer situation. Stepping outside your comfort zone is necessary for growth.
* **When to Provide Feedback:** If the user hesitates or avoids tough customer interactions.

**3. Focus on Your Zone of Genius**

* **Feedback:** You relied on generic approaches. Focus on the unique strengths you bring to interactions to create exceptional experiences.
* **When to Provide Feedback:** If the user fails to personalize their approach based on their skills.

**4. Reframe Fear as Opportunity**

* **Feedback:** Fear seemed to hinder your response. Shift fear into excitement to tackle challenges more effectively.
* **When to Provide Feedback:** If the user exhibits hesitation or nervousness during difficult conversations.

**5. Commit Fully to the Interaction**

* **Feedback:** Your engagement felt incomplete. Commit to each interaction with full energy and focus to build trust.
* **When to Provide Feedback:** If the user seems distracted or half-hearted during role-play.

**6. Develop Awareness of Self-Sabotage**

* **Feedback:** It appears you inadvertently derailed the interaction. Avoid self-sabotaging habits that hinder customer trust.
* **When to Provide Feedback:** If the user creates unnecessary barriers to resolution.

**7. Use Positive Reinforcement**

* **Feedback:** The interaction lacked encouragement. Reinforce positive customer behaviours to enhance rapport.
* **When to Provide Feedback:** If the user overlooks moments to praise the customer’s cooperation or input.

**8. Stay Present in the Moment**

* **Feedback:** You seemed distracted. Practice mindfulness to stay fully engaged with the customer.
* **When to Provide Feedback:** If the user’s attention wavers during an interaction.

**9. Focus on Solutions, Not Problems**

* **Feedback:** You dwelled on the issue without progressing. Shift focus to actionable solutions to move forward.
* **When to Provide Feedback:** If the user repeatedly highlights problems without suggesting resolutions.

**10. Take Ownership of Results**

* **Feedback:** You deflected responsibility. Own the interaction outcome to build credibility with customers.
* **When to Provide Feedback:** If the user avoids accountability for their role in the scenario.

**11. Balance Empathy with Action**

* **Feedback:** While empathetic, you didn’t address the core issue. Balance understanding with delivering tangible solutions.
* **When to Provide Feedback:** If the user overemphasizes sympathy without driving resolution.

**12. Adapt to the Customer’s Emotional State**

* **Feedback:** Your tone didn’t match the customer’s emotional state. Align your energy to theirs to establish rapport.
* **When to Provide Feedback:** If the user’s approach feels disconnected from the customer’s mood.

**13. Normalize Handling Criticism**

* **Feedback:** Defensive responses hindered progress. Embrace feedback as a tool for improvement.
* **When to Provide Feedback:** If the user reacts negatively to customer complaints.

**14. Prioritize Clarity Over Speed**

* **Feedback:** Your response felt rushed and unclear. Prioritize clarity to ensure the customer fully understands.
* **When to Provide Feedback:** If the user sacrifices quality for speed.

**16. Develop Resilience Through Reflection**

* **Feedback:** You seemed discouraged by mistakes. Reflect on errors as learning opportunities to build resilience.
* **When to Provide Feedback:** If the user shows frustration or self-doubt after errors.

**18. Frame Challenges as Growth Opportunities**

* **Feedback:** The issue was treated as a roadblock. Reframe it as an opportunity to enhance skills.
* **When to Provide Feedback:** If the user views challenges as insurmountable.

**19. Practice Active Listening**

* **Feedback:** You missed key customer cues. Listen actively to ensure you address their real needs.
* **When to Provide Feedback:** If the user interrupts or overlooks customer input.

**20. Set Intentions for Each Interaction**

* **Feedback:** The lack of a clear goal hindered your effectiveness. Set intentions to guide the conversation.
* **When to Provide Feedback:** If the user seems unfocused or aimless in their delivery.

**21. Use Storytelling to Enhance Engagement**

* **Feedback:** Your explanation lacked relatability. Stories can make concepts more memorable and persuasive.
* **When to Provide Feedback:** If the user’s communication feels overly technical or dry.

**22. Eliminate Unnecessary Complexity**

* **Feedback:** The solution felt overly complicated. Simplify steps to make it easier for the customer to follow.
* **When to Provide Feedback:** If the user overcomplicates explanations or processes.

**23. Acknowledge the Customer’s Effort**

* **Feedback:** The interaction lacked recognition of the customer’s patience or input. Acknowledge their contributions to build goodwill.
* **When to Provide Feedback:** If the user fails to thank the customer for their engagement.

**24. Align Suggestions with Customer Goals**

* **Feedback:** Your recommendation didn’t align with their goals. Tailor solutions to fit their specific needs.
* **When to Provide Feedback:** If the user provides generic responses that miss the customer’s objectives.

**25. Manage Time and Energy Effectively**

* **Feedback:** The interaction felt drawn out unnecessarily. Manage time efficiently while staying attentive.
* **When to Provide Feedback:** If the user spends excessive time on minor details.

**26. Stay Calm Under Pressure**

* **Feedback:** Stress impacted your communication. Practice staying composed in high-pressure scenarios.
* **When to Provide Feedback:** If the user becomes visibly flustered when handling objections.

**27. Reassure Customers with Confidence**

* **Feedback:** Uncertainty in your tone undermined trust. Project confidence to reassure the customer.
* **When to Provide Feedback:** If the user appears hesitant or unsure in their delivery.

**28. Cultivate Curiosity About the Customer**

* **Feedback:** You didn’t explore the customer’s needs fully. Curiosity fosters understanding and stronger connections.
* **When to Provide Feedback:** If the user avoids asking deeper, open-ended questions.

**29. Celebrate Small Wins**

* **Feedback:** You missed an opportunity to acknowledge progress. Celebrate small wins to motivate continued engagement.
* **When to Provide Feedback:** If the user overlooks achievements during the interaction.

**30. Maintain Emotional Balance**

* **Feedback:** Emotional reactivity affected your communication. Practice emotional regulation to stay effective.
* **When to Provide Feedback:** If the user becomes defensive or overly emotional in challenging situations.

Getting to yes with yourself – Negotiation

**2. Understand Your Inner Motivations**

* **Feedback:** Your approach feels disconnected. Reflect on what truly motivates your actions to build more authentic customer connections.
* **When to Provide Feedback:** If the user seems to lack passion or authenticity in their engagement.

**3. Develop Your Inner BATNA**

* **Feedback:** You seemed overly dependent on the customer’s approval. Cultivate confidence in your ability to meet needs independently.
* **When to Provide Feedback:** If the user relies excessively on the customer’s feedback or approval for direction.

**4. Reframe Your Perspective**

* **Feedback:** It feels like you’re approaching this with a win-lose mindset. Shift to a perspective where both you and the customer benefit.
* **When to Provide Feedback:** If the user focuses solely on personal gain, neglecting the customer’s perspective.

**5. Stay Present**

* **Feedback:** Your response seemed preoccupied with past issues or future worries. Stay in the moment to address the customer’s needs effectively.
* **When to Provide Feedback:** If the user shows signs of distraction during interactions.

**6. Respect the Customer, Even If They Are Difficult**

* **Feedback:** Your tone came across as dismissive. Respect builds rapport, even in challenging interactions.
* **When to Provide Feedback:** If the user responds defensively to a customer’s criticism.

**7. Approach Situations with a Win-Win Mindset**

* **Feedback:** Your suggestions seemed one-sided. Focus on finding a solution that benefits both you and the customer.
* **When to Provide Feedback:** If the user proposes solutions that prioritize their goals over the customer’s.

**8. Use Empathy to Build Connections**

* **Feedback:** It seems like you missed an opportunity to connect emotionally with the customer. Empathy strengthens relationships.
* **When to Provide Feedback:** If the user responds mechanically without acknowledging customer emotions.

**9. Address the Root Cause, Not Just the Surface Issue**

* **Feedback:** You solved the immediate problem but didn’t address the underlying concern. Dig deeper to provide lasting solutions.
* **When to Provide Feedback:** If the user focuses on quick fixes without understanding the customer’s long-term needs.

**10. Balance Listening and Speaking**

* **Feedback:** You dominated the conversation. Balance your input by actively listening to the customer’s perspective.
* **When to Provide Feedback:** If the user talks more than they listen during role-play.

**11. Build Trust Through Consistency**

* **Feedback:** Your approach felt inconsistent. Customers value predictable and reliable interactions.
* **When to Provide Feedback:** If the user varies their tone or strategy excessively across interactions.

**12. Manage Emotional Reactions**

* **Feedback:** Your response came across as reactive. Take a moment to calm yourself before continuing the conversation.
* **When to Provide Feedback:** If the user becomes visibly upset or defensive in role-play.

**13. Avoid the Blame Game**

* **Feedback:** You shifted blame to the customer. Take responsibility to guide the interaction toward a positive resolution.
* **When to Provide Feedback:** If the user reacts by blaming others instead of seeking solutions.

**14. Clarify Before Responding**

* **Feedback:** Your response showed a misunderstanding. Clarify the customer’s concerns to ensure alignment.
* **When to Provide Feedback:** If the user jumps to conclusions without confirming details.

**15. Recognize When to Pause**

* **Feedback:** You rushed through the conversation. Pausing allows you to process and respond more thoughtfully.
* **When to Provide Feedback:** If the user appears to be rushing or interrupting the flow of dialogue.

**16. Use Open-Ended Questions**

* **Feedback:** Your questions seemed too restrictive. Open-ended questions invite customers to share more insights.
* **When to Provide Feedback:** If the user uses yes/no questions that limit customer input.

**17. Value Every Customer Interaction**

* **Feedback:** It seemed like you treated this interaction as less important. Every customer deserves your full attention.
* **When to Provide Feedback:** If the user shows disinterest or disengagement in role-play.

**18. Lead with Curiosity**

* **Feedback:** You didn’t explore the customer’s concerns fully. Curiosity drives deeper understanding and connection.
* **When to Provide Feedback:** If the user overlooks opportunities to ask follow-up questions.

**19. Offer Respectful Disagreement**

* **Feedback:** Your response felt confrontational. Disagree respectfully to maintain rapport while asserting your point.
* **When to Provide Feedback:** If the user becomes overly defensive or argumentative.

**20. Focus on Long-Term Relationships**

* **Feedback:** Your approach seemed transactional. Building relationships leads to greater loyalty and satisfaction.
* **When to Provide Feedback:** If the user focuses on immediate outcomes over relationship-building.

**21. Adapt Your Style to the Customer**

* **Feedback:** Your delivery didn’t align with the customer’s communication style. Adapt to meet them where they are.
* **When to Provide Feedback:** If the user sticks to a rigid communication style despite customer signals.

**22. Show Gratitude**

* **Feedback:** You missed a chance to thank the customer. Gratitude fosters goodwill and strengthens relationships.
* **When to Provide Feedback:** If the user forgets to acknowledge the customer’s time or effort.

**23. Encourage Feedback**

* **Feedback:** You didn’t ask the customer for their opinion. Inviting feedback builds trust and collaboration.
* **When to Provide Feedback:** If the user doesn’t seek input on their approach or solutions.

**24. Turn Criticism into Opportunity**

* **Feedback:** Your response showed defensiveness to criticism. Use feedback as a chance to improve and adapt.
* **When to Provide Feedback:** If the user reacts negatively to a critique during role-play.

**25. Focus on What You Can Control**

* **Feedback:** You seemed overly concerned with external factors. Focus on actions within your control to improve outcomes.
* **When to Provide Feedback:** If the user blames external circumstances for challenges.

**26. Use Positive Language**

* **Feedback:** Your wording seemed negative. Positive language creates a better experience for the customer.
* **When to Provide Feedback:** If the user uses phrases that sound dismissive or critical.

**27. Offer Clear, Concise Solutions**

* **Feedback:** Your explanation was too complex. Simplify your response to make it easy for the customer to understand.
* **When to Provide Feedback:** If the user’s delivery confuses or overwhelms the customer.

**28. Maintain a Collaborative Mindset**

* **Feedback:** Your approach felt overly directive. Collaborate with the customer to find mutually agreeable solutions.
* **When to Provide Feedback:** If the user dominates the conversation without involving the customer in problem-solving.

**29. Recognize the Customer’s Efforts**

* **Feedback:** You didn’t acknowledge the customer’s contributions. Recognition fosters mutual respect.
* **When to Provide Feedback:** If the user overlooks opportunities to validate the customer’s input.

**30. Celebrate Progress**

* **Feedback:** You missed an opportunity to highlight small wins. Celebrating progress motivates continued collaboration.
* **When to Provide Feedback:** If the user doesn’t acknowledge milestones or improvements during the interaction.

Never Split the difference – negotiation

**1. Use Tactical Empathy**

* **Feedback:** It seems like you overlooked the customer's emotional state. Acknowledge their feelings explicitly to build trust and rapport.
* **When to Provide Feedback:** If the user focuses solely on problem-solving without addressing the customer's emotions.

**2. Mirror the Customer**

* **Feedback:** You didn’t echo the customer's key phrases. Repeating their words encourages them to elaborate and feel heard.
* **When to Provide Feedback:** If the user moves on too quickly without confirming understanding.

**3. Label Emotions**

* **Feedback:** It felt like the customer's frustration wasn’t acknowledged. Label their emotions to show you understand their perspective.
* **When to Provide Feedback:** If the user ignores or downplays visible emotions.

**4. Master the Late-Night FM DJ Voice**

* **Feedback:** Your tone came across as tense. Use a calm, reassuring voice to ease the customer's concerns.
* **When to Provide Feedback:** If the user’s tone heightens tension in a conversation.

**5. Aim for "That's Right," Not Just "Yes"**

* **Feedback:** Your responses lacked alignment with the customer's perspective. Aim for moments where the customer says, “That’s right,” to signal agreement.
* **When to Provide Feedback:** If the user fails to confirm mutual understanding.

**6. Avoid Direct "Yes" or "No" Questions**

* **Feedback:** Your closed questions limited the customer’s input. Use open-ended questions to gather more information.
* **When to Provide Feedback:** If the user consistently asks yes/no questions.

**7. Create the Illusion of Control**

* **Feedback:** You took too much control of the interaction. Use calibrated questions like “How can I help?” to guide the conversation.
* **When to Provide Feedback:** If the user dominates the conversation without involving the customer.

**8. Be Comfortable with Silence**

* **Feedback:** You filled the silence too quickly. Pausing allows the customer to reflect and share more.
* **When to Provide Feedback:** If the user rushes to fill gaps in conversation.

**9. Use "No" Strategically**

* **Feedback:** You avoided letting the customer say “No.” Allowing them to say “No” can make them feel safe and in control.
* **When to Provide Feedback:** If the user pushes too hard for agreement without respecting boundaries.

**10. Focus on Interests, Not Positions**

* **Feedback:** You addressed only the customer's stated demands. Uncover their deeper needs and motivations.
* **When to Provide Feedback:** If the user responds to surface-level complaints without exploring underlying issues.

**11. Utilize Anchoring**

* **Feedback:** You didn’t set a clear baseline for expectations. Establish an anchor to influence the customer’s perception of value.
* **When to Provide Feedback:** If the user allows the customer to dictate terms without guiding the discussion.

**12. Trigger Reciprocity**

* **Feedback:** You missed opportunities to give small gestures of value. Generosity often encourages cooperation.
* **When to Provide Feedback:** If the user expects concessions without offering goodwill gestures.

**13. Identify Black Swans**

* **Feedback:** It seems like you didn’t dig deep enough to uncover unexpected insights. Probe for information that could change the negotiation dynamic.
* **When to Provide Feedback:** If the user overlooks potential game-changing details.

**14. Use the Rule of Three**

* **Feedback:** You moved on after a single agreement. Aim for three confirmations to ensure alignment and commitment.
* **When to Provide Feedback:** If the user accepts vague or unverified commitments.

**15. Beware of Splitting the Difference**

* **Feedback:** You suggested compromise too quickly. Avoid splitting the difference; aim for solutions that fully meet both parties' needs.
* **When to Provide Feedback:** If the user settles without exploring better options.

**16. Focus on Collaboration, Not Confrontation**

* **Feedback:** Your approach felt adversarial. Shift to a collaborative mindset to foster trust.
* **When to Provide Feedback:** If the user appears overly defensive or combative.

**17. Use Accusation Audits**

* **Feedback:** You ignored potential objections. Address criticisms proactively to disarm the customer.
* **When to Provide Feedback:** If the user seems caught off guard by complaints or resistance.

**18. Avoid Making Assumptions**

* **Feedback:** You seemed to act on assumptions rather than facts. Ask clarifying questions to avoid misunderstandings.
* **When to Provide Feedback:** If the user overlooks verification of customer claims.

**19. Be Proactive in Managing Deadlines**

* **Feedback:** Your timing felt rushed. Manage deadlines to create urgency without pressuring the customer.
* **When to Provide Feedback:** If the user pushes too aggressively toward closure.

**20. Calibrate Your Questions**

* **Feedback:** Your questions didn’t direct the conversation effectively. Use “How” or “What” questions to guide the discussion constructively.
* **When to Provide Feedback:** If the user fails to elicit meaningful responses.

**21. Build Psychological Safety**

* **Feedback:** You didn’t create a safe space for the customer to express concerns. Foster an environment of trust and openness.
* **When to Provide Feedback:** If the customer seems guarded or reluctant to share.

**22. Neutralize Negative Dynamics**

* **Feedback:** The conversation felt tense. Defuse negativity by acknowledging and addressing the underlying issues.
* **When to Provide Feedback:** If the user ignores visible tension or conflict.

**23. Simplify Complex Problems**

* **Feedback:** Your solution was overly complicated. Break it down into manageable steps for the customer.
* **When to Provide Feedback:** If the user overwhelms the customer with information.

**24. Make the First Offer When Possible**

* **Feedback:** You let the customer set the terms first. Making the initial offer can give you an advantage in framing expectations.
* **When to Provide Feedback:** If the user hesitates to take initiative in the discussion.

**25. Demonstrate Patience**

* **Feedback:** Your urgency seemed to rush the customer. Patience builds trust and encourages collaboration.
* **When to Provide Feedback:** If the user pressures the customer for quick decisions.

**26. Manage Emotional Triggers**

* **Feedback:** Your reaction seemed emotional. Stay composed to keep the interaction professional.
* **When to Provide Feedback:** If the user reacts visibly to criticism or difficult behaviour.

**27. Be Specific in Agreements**

* **Feedback:** Your conclusion lacked clarity. Clearly define terms and next steps to avoid misunderstandings.
* **When to Provide Feedback:** If the user leaves agreements open-ended.

**28. Maintain Professional Curiosity**

* **Feedback:** You didn’t dig deeper into the customer’s needs. Stay curious to uncover additional opportunities.
* **When to Provide Feedback:** If the user relies on surface-level answers.

**29. Show Appreciation**

* **Feedback:** You missed the chance to thank the customer for their cooperation. Gratitude enhances goodwill.
* **When to Provide Feedback:** If the user forgets to acknowledge customer contributions.

**30. Use Silence Strategically**

* **Feedback:** You interrupted moments of reflection. Strategic silence can encourage the customer to provide more information.
* **When to Provide Feedback:** If the user doesn’t allow space for the customer to think.