



Consider these approaches as you practise Outcome-first Attitude & excellent Phone Etiquette to deliver bad news:



If bad news was a result of your organisation's oversight
Say it plainly, admit the mistake & apologise



If the bad news was a result of your customer's oversight
'Sandwich it' – Bad news in the middle with something positive for the start & the end



If bad news was a result of uncontrollable factors
State matter-of-fact & highlight win-win

