

Working with Upset Customers

with Jeff Toister

The Preemptive Acknowledgement

You can often prevent customers from getting upset by acknowledging their negative emotions before they boil over. Use this worksheet to identify situations where you can use this technique.

Step	Action
Step 1: Spot the problem <u>before</u> your customer gets angry.	List examples of situations where you know your customers will likely get upset.
Step 2: Acknowledge the customer’s emotions.	For each situation listed above, describe how you could acknowledge your customers’ negative emotions and make them feel better.
Step 3: Fix the problem.	For each situation identified in Step 1, describe how you could fix the problem.