

Working with Upset Customers

with Jeff Toister

Expectation Management Worksheet

We often have an opportunity to influence our customers’ expectations for lead times, responsiveness, and other requests. It’s important that we use clear language and set realistic expectations, to avoid disappointing our customers.

Use this worksheet to identify situations where you help set customer expectations.

Situation:	Don’t Say:	Say
Example: Telling customers when you’ll call them back	I’ll get right back to you.	I’ll get back to you by [specific time].