

Trigger Words

There are certain words that can trigger a customer's anger if they're used at the wrong time. These words tend to make the customer feel:

- Disempowered
- Unimportant
- Confronted

Use this worksheet to identify common trigger words and find replacements. Here are some characteristics of good replacement words:

- Empowering
- Positive
- Partnering

Trigger Word (or Phrase)	Replacement
You should have	
They	
You	
No	
Policy	