

Respecting the customer is not rocket science. All you need to do—for this exam and in the real world—is think of how you would want someone to treat you. Exercise explores this topic further. This exercise, like Exercise, can be modified to fit your purpose or constraints. Its goal is to illustrate the positive power of the unexpected.

Surprise Someone

1. Pick a random, toll-free number used for business solicitation and call it.
2. Chat with the operator for a few moments about the company's product or service, and then ask to speak to the supervisor.
3. When the supervisor comes on, commend the operator you were talking to for the job that he or she has done.

It is likely the operator became confused when you asked to speak to the supervisor; this almost always occurs only in a negative situation. How did the operator handle the request? Did it change the tone of the communication that was taking place? Did they fulfill your request even though they feared they could lose from it? Did the supervisor respond by expecting negative comments? How was the positive information you offered accepted?

Ideally, this illustrated the importance of staying professional and keeping the channel of communication open even in a tough situation. You should be able to adapt this to the workplace when a customer asks to speak to your superior or has another request that is difficult for you to fulfill.
