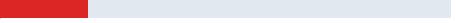


**FIT SCORE****2.0****POOR***Potential: 3.5***EXECUTIVE SUMMARY**

The assistant failed to directly address the customer's core concern about the price increase. The response was vague, confusing, and felt like a canned sales pitch that did not acknowledge the customer's loyalty or frustration. The conversation is short with only three turns, limiting the opportunity to recover. The assistant did not demonstrate empathy or provide a clear rationale for the price hike, resulting in a low fit score.

**SESSION CONTEXT**

You are calling a loyal customer to inform them their \$45/month legacy plan is being retired. They must move to a new \$60/month plan. The customer is happy with what they have and will resist any price increase aggressively.

**FUNCTIONAL & BEHAVIORAL SKILLS****Customer Objection Handling**  **2.0**

The assistant failed to effectively handle the customer's objection regarding the price increase. Instead of addressing the loyalty and price concerns, it deflected with unclear feature explanations.

**Empathy**  **3.0**

The assistant showed minimal empathy by not acknowledging the customer's feelings of betrayal or frustration about the price increase.

**TOP TRAITS**

- > Politeness
- > Attempted Engagement
- > Basic Grammar

**AREAS OF IMPV.**

- ! Directly Address Cust..
- ! Provide Clear Explan..
- ! Show Empathy for Loya..

**MOTIVATORS**

- \* Customer Retention
- \* Clear Communication

**DERAILERS**

- Avoiding Core Questions
- Using Confusing Jargon

## COMMUNICATION & LINGUISTICS

### COMMUNICATION STYLE SUMMARY

The assistant's language was polite but lacked coherence and relevance to the customer's main concern. Vocabulary was basic and sometimes confusing (e.g., 'learning new planes'). Grammar was generally correct but the discourse markers were minimal, resulting in a disjointed flow. The register was appropriate for a sales context but the content failed to meet the customer's needs for a clear and direct explanation.

**4/10**

Vocabulary

**6/10**

Grammar

**3/10**

Coherence

**4/10**

Discourse Markers

**4/10**

Accuracy

**6/10**

Register

**3/10**

Content

### COACH'S INSTANT FIX

#### YOU SAID:

So it's a new feature where you can learn New planes and discover a lot of times We will ensure that you will get three months free subscription after that you can decide what to do

#### PRO REWRITE:

I completely understand your frustration, especially after being with us for so long. The reason for the price change is that we're updating our services to improve overall quality and support, which unfortunately means the legacy \$45 plan is being retired. However, to help you transition smoothly, we're offering a three-month free trial on the new plan so you can experience the benefits without immediate cost. I want to make sure you're getting value for your money, so please let me know any concerns you have.

**Why:** This rewrite acknowledges the customer's loyalty and frustration, provides a clear and honest explanation for the price increase, offers a tangible benefit (free trial), and invites further dialogue to address concerns.

## LEARNING PLAN

<b>Focus:</b>	Improve directness in addressing customer objections and enhance empathy in communication.
<b>Drill:</b>	Practice roleplays focusing on responding to price increase objections with clear explanations and emotional validation.
<b>Reading:</b>	'Handling Customer Objections' by Harvard Business Review and 'Empathy in Sales' articles.

## STRATEGIC GAMEPLAN

<b>DIAGNOSIS:</b>	This customer persona is highly resistant to change due to strong loyalty and perceived unfairness of a price increase without clear benefits.
-------------------	------------------------------------------------------------------------------------------------------------------------------------------------

### WINNING STRATEGY:

- > Step 1: Acknowledge and validate the customer's loyalty and frustration explicitly.
- > Step 2: Provide a transparent and honest explanation for the price increase, focusing on service improvements and business necessities.
- > Step 3: Offer tangible benefits such as free trials or personalized support to ease the transition.
- > Step 4: Invite the customer to express concerns and offer to work on a solution together.

<b>POWER PHRASE:</b>	<i>"I truly appreciate your loyalty, and I want to make sure you feel valued as we make these changes together."</i>
----------------------	----------------------------------------------------------------------------------------------------------------------

## Q&A ANALYSIS

**Q: Why should I pay more? This feels like a total betrayal. What are you going to do about it?**

**ANSWER:**

So it's a new feature where you can learn New planes and discover a lot of times We will ensure that you will get three months free subscription after that you can decide what to do

**FEEDBACK (NOT ANSWERED):**

Not Answered

## SESSION OVERVIEW

---

### ASSISTANT

Wait, hold on a second. You want to tell me my \$45 a month plan is going away? After all these years? I've been loyal to this company for ages, and now you're just going to jack up the price to \$60? No thanks. I don't want any fancy new features or bells and whistles. I'm perfectly happy with what I have. Why should I pay more? This feels like a total betrayal. What are you going to do about it?

### USER

So it's a new feature where you can learn New planes and discover a lot of times We will ensure that you will get three months free subscription after that you can decide what to do

### ASSISTANT

#### [THOUGHT]

The user is repeating a confusing and somewhat nonsensical explanation about new features and a free trial period. This doesn't address my main concern about the price hike and feels like a canned sales pitch. I need to escalate my frustration and demand a straight answer about why my price is going up after all these years without any benefit to me.

#### [/THOUGHT]

What are you even talking about? I don't care about "learning new planes" or whatever that means. I want to know why after being loyal for years, you're just going to slap me with a \$15 increase out of nowhere. This isn't about fancy features-I just want to keep what I have at the price I've been paying. Stop dodging the question and give me a real answer!