



476

CUSTOMER
MANAGEMENT
PASS / FAIL

STEVE SHAW UNIVERSITY

esv



CUSTOMER MANAGEMENT

YOU

(I AM ANGRY)



APPROACH

L_____

E_____

A_____

D_____



LEAD

L **ISTEN**

RESTATE
SUMMARY
MIRROR
SUMMARIZE
ACKNOWLEDGE

E **MPATHY**

DEMONSTRATE
SHOW CONCERN
SHARE STORY
NOT SURE WHAT THIS IS

A **SK QUESTIONS**

NOT SURE
GUIDE
SHOW PATH
CLARIFY

D **ETERMINE SOLUTION**

AGREE



STEP BY STEP

**NO ONE HAS CONTACTED ME ABOUT MY STATUS
SINCE 2 DAYS AGO...**

LISTEN & RESTATE

ACKNOWLEDGE

"IF I HEAR YOU CORRECTLY"



STEP BY STEP L

3 TIMES REPEAT REPAIR...

LISTEN & RESTATE

ACKNOWLEDGE

"IF I HEAR YOU CORRECTLY"



STEP BY STEP L

____ YOU!

LISTEN & RESTATE

ACKNOWLEDGE

"IF I HEAR YOU CORRECTLY"



EMPATHY

- **THE ART OF UNDERSTANDING**
 - **BEING AWARE**
 - **HAVING SIMILAR EXPERIENCE**
-
-
-

ALIGN WITH THE CUSTOMER

GOAL = "THAT'S RIGHT"



EMPATHY

DO

ACT

FEEL

SHARE

USE TONE OF VOICE

USE BODY LANGUAGE

DON'T

SYMPATHIZE

BE "SORRY"

SAY

"I UNDERSTAND"



STEP BY STEP L - E

I DON'T HAVE THE TIME TODAY

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN

"IF I WAS IN YOUR SHOES I MIGHT FEEL THE SAME WAY."



STEP BY STEP L - E

NO CALL

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN



STEP BY STEP L - E

3 TIMES REPAIR

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN



STEP BY STEP L - E

YOU!

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN



ASK CLARIFYING QUESTIONS

- TO CLARIFY CONCERN
- TO GUIDE CUSTOMER TO SOLUTION

"WHAT CAN I DO TO MAKE THIS RIGHT?"

LEARN CUSTOMER EXPECTATION



DETERMINE SOLUTION

**THE SOLUTION WILL COME WHEN THE CUSTOMER
AGRESS TO THE BEST PATH**



PRACTICE LEAD

NO CALL

L

E

A

D



PRACTICE LEAD

3 TIME REPAIR

L

E

A

D



PRACTICE

____ YOU!

L

E

A

D



YOUR BIGGEST CONCERN

L

E

A

D



NOTES



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