

# GOAL

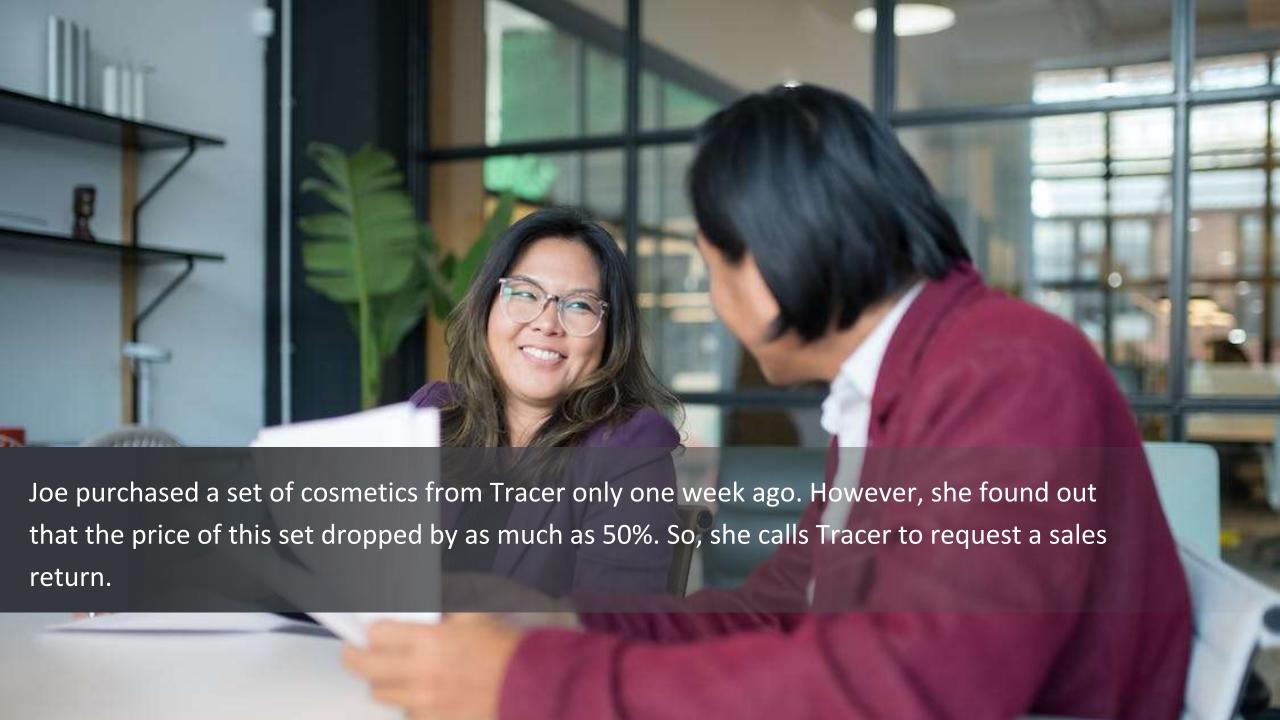
Dealing With Demanding Customers



# Warm-up

- How often do you meet demanding customers?
- ♦ How would you deal with a difficult customer?





# **Situational Dialogue**

#### Listen to the audio.

Tracer: Good day! How may I help you?

**Joe:** Hi! I'm calling to raise a concern. I was searching the website only to find a special discount on the set of cosmetics, exactly the same product I bought last week. Would it be possible to return the product?

**Tracer:** I'm sorry. This is against our company policy.

Returns are only **endorsed** if the products were in bad condition.

Joe: But if I don't get the new price, I don't want to keep it.

**Tracer:** I'll come right out and say that's not going to work as per the policy, but I can apply for a **price match** and refund the **difference** only.

**Joe:** That sounds fair.

# **Role-play**

#### Do a role play and answer the questions.

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Joe: That sounds fair.

# **Learning Goals**

# ... Dealing With Demanding Customers



# **Learning Goals**

# **Dealing With Demanding Customers**



**Apologize** 

I am so sorry for what has happened.
I'm sorry but I have to draw a line here.



**Give reasons** 

This is against our company policy.

That's not going to work as per the policy of the company.



**Show empathy** 

I understand that you are totally frustrated now.
Things are tough and I understand how this is hard for you.



Offer alternatives

What about requesting a new set of items?
I can help with that. Would you like to have this instead?



- 1. How do you usually say "No" to a demand made by a customer?
- 2. How would you handle multiple demanding customers?

# Oral Practice

#### Scenario:

A rude customer is demanding a refund for an item he broke. Explain that your company is unable to provide a refund as per the policy. Use the steps learned in dealing with the demanding customer.



## .:: Dealing with Demanding Customers:

- 1. Apologize
- 2. Give reasons
- 3. Show empathy
- 4. Offer alternatives

#### **Coffee Break**

.:: Six Elements of Listening to Customers Effectively





- Do you usually use these six elements when listening to your customers?
- 2. What would you do to listen to your customers more effectively?

# **Overview**

### **Keywords and expressions:**

endorse/ price match/ difference

#### Dealing with Demanding Customers:

- 1. Apologize I am so sorry for what has happened.
- 2. Give Reasons This is against our company policy.
- 3. Show Empathy I understand that you are totally frustrated now.
- 4. Offer Alternatives What about requesting a new set of items?



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