

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 38

Dealing With Demanding Customers



LEARNING GOAL

- ◆ Dealing With Demanding Customers



Warm-up

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





Joe purchased a set of cosmetics from Tracer only one week ago. However, she found out that the price of this set dropped by as much as 50%. So, she calls Tracer to request a sales return.

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.

⋮ Dealing With Demanding Customers



Apologize

1



**Give
reasons**

2



**Show
empathy**

3



**Offer
alternatives**

4

⚙️ 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*

∴ Six Elements of Listening to Customers Effectively



Pay attention



Be empathetic



Be open-minded



Ask questions



Summarize



Share



1. *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?*

*Made by Tessa
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