

SALES

Handling Angry Customers



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INTRODUCTION

The everyday challenge for sales is dealing angry or frustrated customers, to be successful in any business we have to learn how to handle the disgruntled customers. The customers get angry for various reasons and some of them are as follows, the expectation not being met, projection of can't help attitude, he may not be satisfied with customer servicing, impolite and negative behaviour of the staff members and crucially when the complaints being ignored, the customers never want to hear excuses. Since the customers are pillars for a business building learn how to tackle the difficult situations calmly and effectively to bind a friendly relationship.

LISTEN & UNDERSTAND

The angry customer needs someone to vent their anger, remain calm and listen carefully to gain information and bring attention back to the subject. Put yourself in their shoes to understand the problem and what made him upset. Be empathetic and let the customer know that you are there to help resolve the issue. Do not distract your attention from the customer, avoid triggering phrases, maintain eye contact and a proper gesture. Provide him a sufficient time to calm down himself. If you think you can't handle him then politely take him to your higher authorities.

APOLOGIZE

“Apologies allow for recognition of shared accountability” Apologize the customer immediately once he/she aired their grievances, even if it is not your fault, hold a positive and professional behaviour. Don’t expect the customer to be logic when he is angry, you just do your best to be apologetic. The customer will cool down a bit once you apologize on the behalf of the company. Offer statements that ultimately cools down the customer like “I am sorry you are not happy with our product” or “I am sorry for the late delivery of the product” or “I am sorry for the damaged product” and additionally add “we will check what we can do to make things right”.

OFFER A SOLUTION

The solutions you offer should make sense to the customer and satisfy their concern. Thank the customer for bringing the problem to your attention. List the possible alternatives and finally go with what customer choice from the alternatives. Suggest a solution and if they disagree with that solution never argue with them because the outcome is not going to be what the customer hoped for, so stay calm. If the customer is not satisfied with your solution and demands to meet your supervisor/manager it is best to follow wishes of the customer. If the same problems recurring with many customers then discuss with your higher authorities to solve the issues.

EXECUTE THE SOLUTION

Take a deep breath and step back, ensure the customer that the problem will be resolved and what are the actions you are going to take to execute the solution clearly to the customer. Do not offer a prolonged date to resolve the problem, it will again irritate the customer; choose a date which is possible for the company to resolve the problem and also for the customer to wait with patience. Check for the solution is in progress and no more time delay from the preferred date. Make a call to your customer once the problem is resolved. Double check the satisfaction of the customer and then get feedback from the customer. Wind up the issues once done and move forward. Document the issues what is happened with date, time, place, events and how it was resolved.

CONCLUSION

The angry customer surely will destruct the company brand, so take him/her as a challenge to make them satisfy and for sure they will do better than any of the best advertisement campaign and marketing strategy and also increases customer loyalty.



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