

# How to Talk to Customers

*Human relations skills to help you deliver a delightful customer experience*

Myra Golden  
Keynote speaker & Author

# What we'll cover

- Using names
- Yielding to callers
- Speaking in complete sentences
- Terms of endearment
- Pacing callers
- Diplomacy and tact

# Exchange pleasantries

*“I’m well. How nice of you to ask. How  
may I help you today?”*





# Speak in complete sentences

You'll instantly sound friendlier and more professional.



# Common ways we speak in incomplete sentences

- “*Last name?*”
- “*Phone number?*”
- “*Zip code?*”

# Sentences sound friendlier

- *“May I have your last name please?”*
- *“Can I please have your phone number?”*
- *“The last thing I’ll need is your zip code.”*

Be sure to use “please” and  
“thank you”

# “Please” and “Thank you”

- *“Thanks. I have one final question for you.”*
- *“Can you please spell your last name for me?”*



# Bridge into questioning

*“In order to determine what has happened, I will need to ask you a few questions.”*

Adopt & Apply



Make customers feel smart/good  
even if they ask “silly” questions.



Make sure your  
language doesn't  
provoke.

# Provoking language

*“Sir, I work at the corporate office. I had nothing to do with the problem you experienced. There’s no point taking it out on me.”*

# Positive language

*“Mr. Edmondson, what you experienced is no more acceptable to us than it is to you. I’d like to look at what we can do to resolve the issue.”*



# When the problem is the customer's fault....

---

- ❖ Never tell a customer they are wrong
- ❖ Begin in a friendly way
- ❖ Try this: *"I thought otherwise, but let's take a look."*







Pace your customers

Over talking is perceived as  
rude, so yield to callers.



# Yielding to callers

- 1.Avoid speaking over callers
- 2.Allow customers to finish statements before further assisting
- 3.Apologize if you accidentally interrupt a caller

Adopt & Apply

*“A person’s name is the sweetest  
and most important sound in any  
language.”*

—Dale Carnegie



Terms of endearment  
are perfect in the  
right settings.

They are not appropriate for use with  
your customers.



# Good things happen when you use these new skills

- Speaking in complete sentences sounds friendly.
- Yielding to callers helps you be polite.
- Using names personalizes conversations.
- Positive language sets the tone.

What are your 3 best ideas?