### How to Talk to Customers

Human relations skills to help you deliver a delightful customer experience

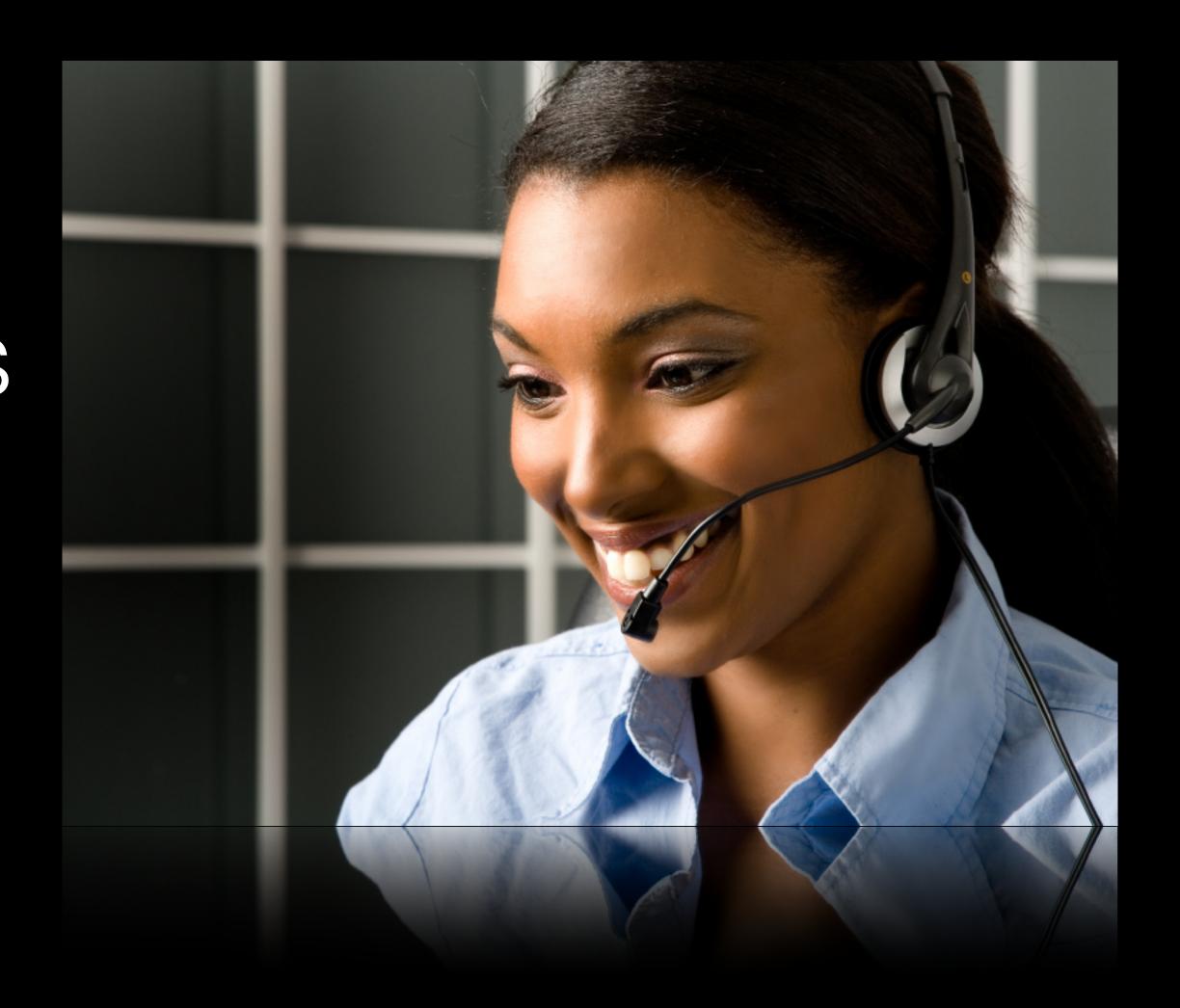
Myra Golden Keynote speaker & Author

### 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."

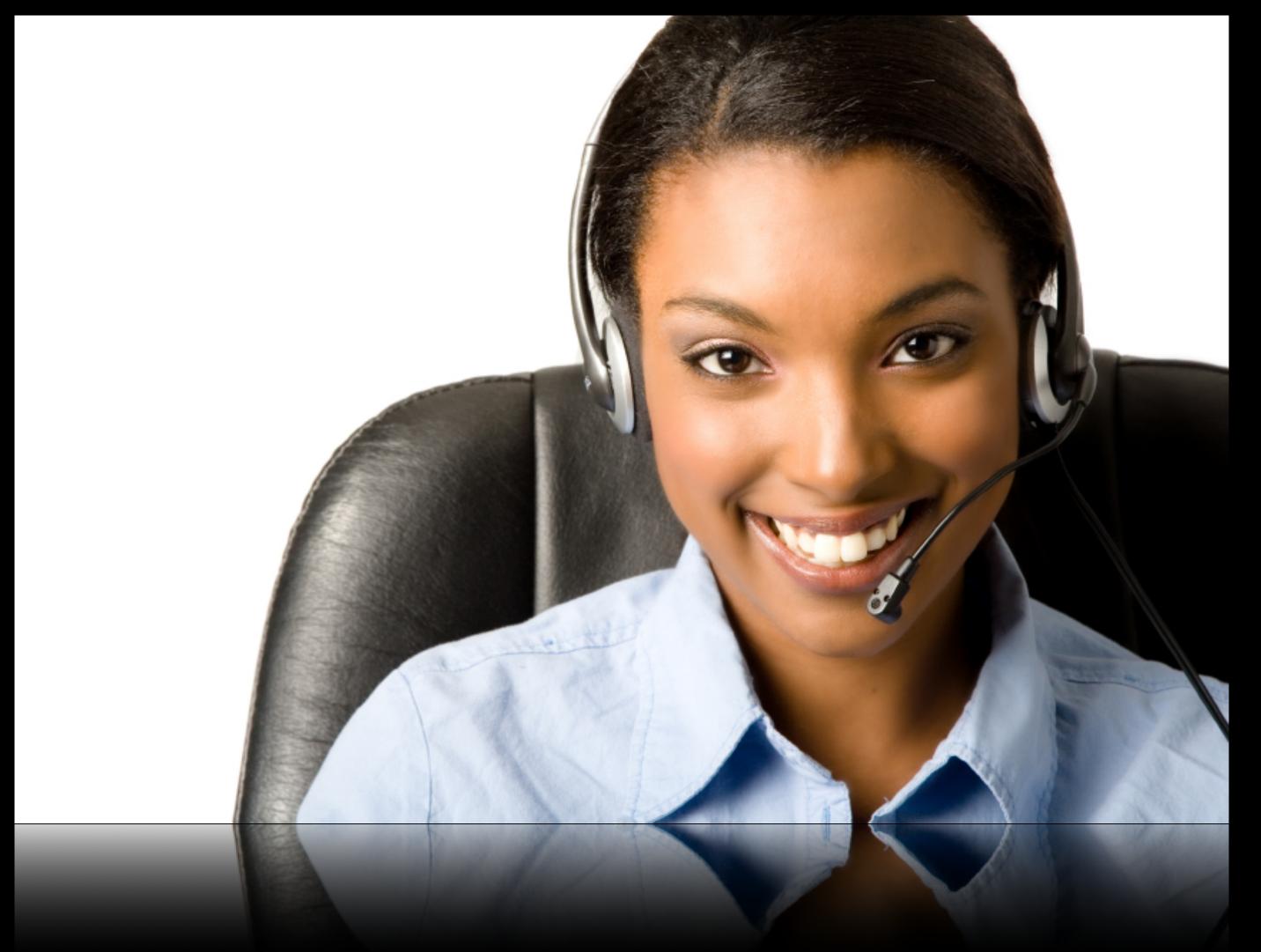
### Positive language

"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...

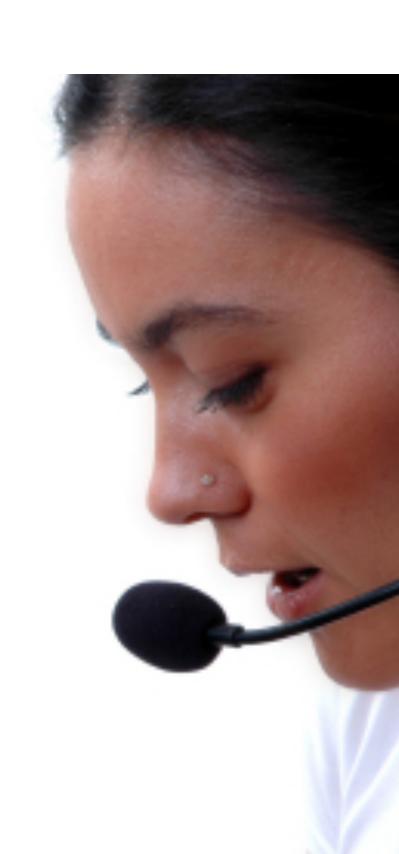
- Never tell a customer they are wrong
- Begin in a friendly way
- \* Try this: "I thought otherwise, but let's take a look."





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?