



Communication Fundamentals #5: Yield to Customers

Instructions: Take up to five minutes to read through your sheet. After five minutes, your Trainer will direct each person in your group to “teach” their subject.

The person in your group who traveled the longest distance to get to work today will go first.

Yield to Customers

Some of us are fast talkers. And as fast talkers, we’re sometimes at risk of over-talking other people or, interrupting them. Because this is something I struggle with - and then, catch myself - I know it’s not intentional. Still, cutting a customer off can come across as rude.

Sometimes we over-talk as we try to get our point across with a challenging customer. In these situations, interrupting can be seen as adversarial, and it will only make things harder for you as you work with your demanding customer.

In this teaching sheet, I’m going to show you how to yield to callers, so that you never come across as rude or, as adversarial. We’ll do this using 2 easy steps.



Two Steps to Yielding to Customers

1. Always allow customers to finish sentences

Even if you know exactly what the customer needs before they complete their sentence, still let them finish before you say anything. When you know within a second or two that the call will need to be transferred, you still need to allow your caller finish their statement, before making the transfer.

When you let your customers always finish what they're trying to say to you, you make sure you don't come off as rude, on in a hurry.

2. If you accidentally interrupt someone, apologize.

You're bound to mess up every now and then and interrupt a customer. I teach this stuff, and it still happens to me, all of the time. It's okay. Just apologize. *"I'm sorry... you go ahead."* The apology will make up for any little misstep you might have.

Over-talking" and interrupting leaves customers with an unpleasant feeling. So, let your customers finish their sentences, and if you accidentally interrupt, just apologize.