

# Getting customers to listen to “no”

with  
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“think  
learn?  
succeed”

**Sometimes you can't give a customer what they want. But you still need to keep them happy.**

**Here are four simple ways to manage impossible requests.**

## **1. Acknowledge the customer's position**

Say, “Thanks for drawing this to my attention” then summarise what they've said. By doing this the customer is more likely to feel:

- you have listened properly
- they are being taken seriously
- calmer, if they were getting angry

Acknowledge that the issue is important to the customer - and to you.

## **2. Explain the process used to handle this type of situation**

This lets the customer know they will be dealt with fairly. It also sets boundaries about how far you can go to help them.

## **3. Describe what you can do for them**

Focusing on what can't be done creates customer resentment. Instead, offer positive options and choices - it makes the customer feel more powerful.

## **4. Follow with an explanation of any relevant policy**

Also explain logic behind the policy - e.g. “To ensure all our clients have equal access to computers, we restrict use to one hour during peak times.”

Promptly refer the customer to a manager if they continue to make unreasonable demands. Often talking to someone in authority is all it takes to calm down an irate customer.

## **Need more tips on how to handle your customers?**

Find out how our client, Terence Humphreys, handled a customer who had bitten into a biscuit full of weevils. Megan Hills interviews Terence about using NLP to calm angry clients.

Enjoy reading and taking action on what you learn this month.

Eleanor Shakiba, Director

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