



Avoid
Misunderstandings
Partner Training Modules
Module Nine

Primary Objective of the Workshop

1. Identify reasons why communication with customers can break down.
2. Discuss the importance of speaking the customer's language.
3. Demonstrate productive ways to say "No" to a customer.

Before you conduct the workshop

1. Verify that the PowerPoint is loaded and ready to run.
2. If the workshop includes video and you are going to use it, verify the proper operation of the video.
3. Verify the printing of the workbooks & the availability of pens/pencils.
4. Check the room set up.

Facilitation Keys to Remember

1. Review the slides and key points.
2. Talk to the participants, not the screen.
3. When you ask a question, let participants answer.
4. Ask questions early on to get workshop participants immediately engaged.
5. The participants should talk 50% of the time.
6. Try to get most of the participants involved in the conversation.
7. When participants ask a question, repeat the question so that everyone hears it.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Imperatives

Identify reasons why communication with customers can break down.



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Slide 1 – Imperative 1

Introduce Module Nine of the Partner Training Modules. This module will focus Avoiding Misunderstandings with customers. The first imperative is to identify reasons why communication with customers can break down.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Imperatives

Identify reasons why communication with customers can break down.

Discuss the importance of speaking the Customer’s language.



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Slide 2 – Imperative 2

The second imperative is to discuss the importance of speaking the Customer’s language.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Imperatives

Identify reasons why communication with customers can break down.

Discuss the importance of speaking the customer’s language.

Demonstrate productive and positive ways to say “No” to a customer



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Slide 3 – Imperative 3

The third imperative is to demonstrate productive and positive ways to say “No” to a customer.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Communication Challenges

We often hear what we want to hear.



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Slide 4 – We Hear What We Want To Hear

We all know that customers don’t want to hear that a repair is going to take a long time or cost a lot. Therefore, we must be very clear and ensure that we are being understood. Otherwise, the customer may have the wrong understanding of the situation. Ask participants to share if they’ve had this experience.



Slide 5 – Preconceptions

Customers may have preconceptions based on what they have heard from someone else. As we just mentioned, we often only hear what we want to hear. When might something like this happen to us? Who might communicate with a customer before we do?



Slide 6 – Customers May Be Impatient

Customers have to deal with many issues outside of their control systems, and with so many concerns they can become impatient. This impatience can interfere with what customers are hearing us say. What can we do to make sure the Customer really hears what we are saying?



Slide 7 – Getting The Message Through

Recognizing communication barriers is the first step to removing them. Ask participants for ways that we can ensure our message is getting through.

Discuss participant answers.

Answers may include:

- Confirming or double-checking with the Customer before proceeding
- Having the Customer repeat back what his or her understanding of the work is before proceeding
- Talking to other people in our organization who have communicated with the Customer

How can Customer Service help us to understand what the Customer is experiencing and their feelings?

DCBI DELTA CONTROLS BUSINESS INSTITUTE Speak Customers' Language

In all industries there is a certain degree of "lingo," acronyms or jargon. What are some of the "buzzwords" of our industry?



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Slide 8 – Industry Speak

Can we relate to this? Many types of professions seem to speak in a different language. We can be guilty of this too.

Ask participants to list as many buzz words in the industry as possible. Then have them list the places they regularly use these terms.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Speak Customers' Language

In all industries there is a certain degree of "lingo," acronyms or jargon. What are some of the "buzzwords" of our industry?

When we use technical jargon and the person doesn't understand the terms, how does it come across?



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Slide 9 – Technical Jargon

Ask participants how it comes across when we use technical jargon with someone who doesn't understand the terms.

How do you feel when someone uses technical jargon with you? Your doctor? Lawyer?

Discuss their answers. Emphasize that technical jargon can come off as condescending or intimidating.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Speak Customers' Language

In all industries there is a certain degree of "lingo," acronyms or jargon. What are some of the "buzzwords" of your industry?

When you use technical jargon and the person doesn't understand the terms, how does it come across?

When we use technical terms with a customer, how can we make sure the Customer has a clear understanding?



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Slide 10 – Layman's Terms

Ask participants how we can make sure our customer has a clear understanding when we use technical terms.

Discuss their answers.

Emphasize the need to restate technical explanations in layman's terms.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Saying "No" Effectively

If our customer is not upset to begin with, they may be if we can't give them what they ask for. What are some things we can do to say "No" effectively?



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Slide 11 – Saying "No" Effectively

If our customer is not upset to begin with, they may be if we can't give them what they ask for.

Ask participants what they can do to say "No" effectively.

Discuss their answers.

Emphasize the following:

- **Tell customers what we can do before we tell them what we can't do** (this keeps the communication on a positive level and demonstrates that we do want to help).
- **Offer options** (having options makes customers feel like they have more input and control).
- **Explain why this policy or procedure exists** (but don't simply hide behind policy – be sure customers understand our reasoning).

DCBI DELTA CONTROLS BUSINESS INSTITUTE Saying "No" Effectively

If our customer is not upset to begin with, they may be if we can't give them what they ask for. What are some things we can do to say "No" effectively?

List five examples of when you had to say "No" to a customer.



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Slide 12 – When To Say "No"

Ask participants to list five examples of circumstances when they had to say "No" to a customer.

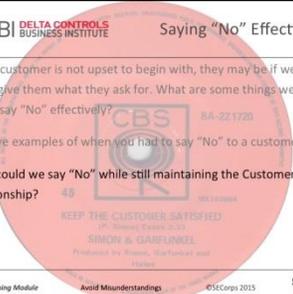
Share that they will be using this list in a role play at the end of the workshop.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Saying "No" Effectively

If our customer is not upset to begin with, they may be if we can't give them what they ask for. What are some things we can do to say "No" effectively?

List five examples of when you had to say "No" to a customer.

How could we say "No" while still maintaining the Customer relationship?



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Slide 13 – How We Can Say "No"

We have listed scenarios where we have to say "No" to the Customer. Ask participants to list ways in which they could say "no" while maintaining the Customer relationship.

Review some of their answers.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Service Exercise

Role Play

In pairs, take turns reading one of your five examples of when you had to say "no" to a customer.

Try to say "no" to each of your partner's examples while maintaining the customer relationship.

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Slide 14 – Role Play

Divide participants into pairs.

Explain that participants will take turns playing the role of the "Customer" and the "Technician." The "Customer" will read their partner one of their five examples of when they had to say "No" to a customer. The partner or "Technician" will try to say "No" while maintaining the Customer relationship.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Service Exercise

Discussion

What techniques did you find helpful in the role play?

How could you improve when attempting the techniques with a live client?

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Slide 15 – Role Play Review

Ask participants what techniques they found helpful in the role play. How could they improve when attempting techniques with a live client?

Discuss their answers.

Remind them that they are a primary point of communication between our company and our customers.

The challenge is to ensure that they have clear communication with customers even though it may be painful to do so. In those types of situations it's better to take the heat up front because it rarely gets any better over time.

DCBI DELTA CONTROLS BUSINESS INSTITUTE Alternate Exercise

Just Say, "No"

Share with the group the hardest time you had to say, "no," to a customer.

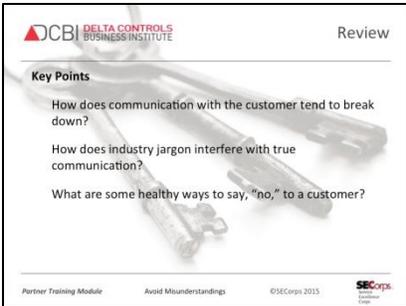
As a group, share ideas about how these hard situations might be handled.

Identify best practices for saying, "no."

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Slide 16 – Alternate Exercise

Depending on workshop size, have each person or volunteer share their story of the hardest time they had to say, "No," to a customer. As a group share how such hard situations could be handled and identify best practices for saying, "No."



Slide 17 – Review

Review three key points of the workshop:

1. How does communication with the Customer tend to break down?
2. How does industry jargon interfere with true customer communication?
3. What are some healthy ways to say, "No," to a customer?



Slide 18 – Questions

Time permitting; give workshop participants the opportunity to raise questions. As much as possible, encourage other participants to answer the questions raised.