DCBI DELTA CONTROLS BUSINESS INSTITUTE

Avoid Misunderstandings
Partner Training Modules
Module Nine

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Imperatives

Identify reasons why communication with customers can break down.

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Imperatives

Identify reasons why communication with customers can break down.

Discuss the importance of speaking the Customer's language.

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Imperatives

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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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Communication Challenges

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We often hear what we want to hear.

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Communication Challenges

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Customers may be impatient.

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◢CBI **DELTA CONTROLS BUSINESS INSTITUTE**   Communication Challenges

We often hear what we expect to hear.

Customers may have preconceptions based on what they hear from someone else.

Customers may be impatient.

Recognizing communication barriers is the first step to removing them. What are ways that we can ensure that our message is getting through?

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

Facebook Bingo

Sharing	Open	Privacy	Dynamic	Zuck
Billion	Social	Connect	Trend	Information
Location	Industry	Free Space	Video	Share
Really Cool	Like	Search	Photo	Friends
Relationship	Open	Mobile	Personal	Awesome

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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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◢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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◢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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**△CBI 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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△CBI 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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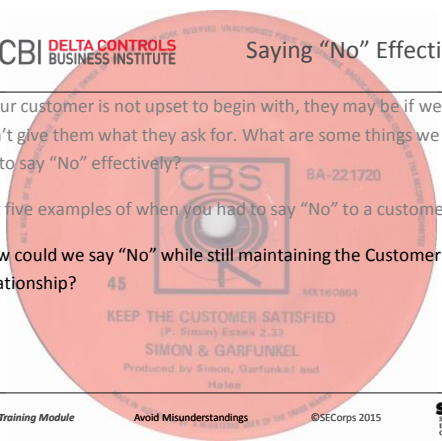
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Role Play

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.
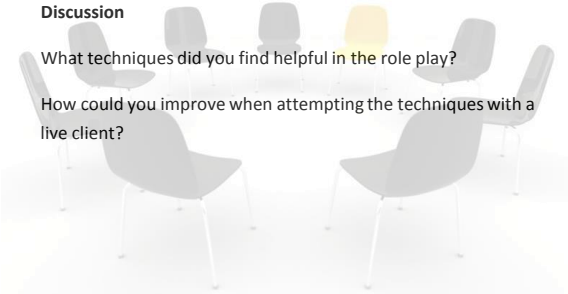
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Discussion

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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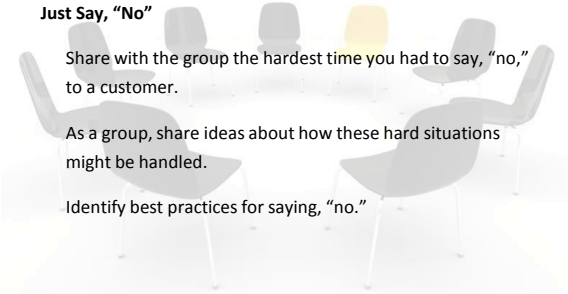---

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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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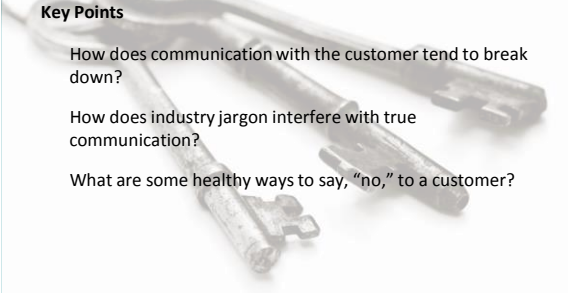**△CBI** DELTA CONTROLS BUSINESS INSTITUTE   Review

Key Points

How does communication with the customer tend to break down?

How does industry jargon interfere with true communication?

What are some healthy ways to say, "no," to a customer?

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◢CBI **DELTA CONTROLS**
BUSINESS INSTITUTE   Questions

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