

Section 3 Sales and Marketing

POLITENESS PAYS! IF A CUSTOMER IS UNHAPPY ...



Not everyone will always be happy with your LGMM product or service. If a customer is unhappy with you or your business, there are some simple steps you can take to fix the problem.

Tell the Customer That You Understand

Tell the customer that you understand he's not happy with your product or service. It doesn't mean that you agree with him, just that you understand him. You might say, "I'm sorry that the product was not of the quality that you expected. I understand that you are unhappy. I can help."

Make the Problem Clear

This means getting the customer to be perfectly clear about what part of your product or service has made him unhappy. You can say, "I want to improve on the quality of my product/service – may I ask which part made you unhappy?"

Find a Solution

Find an answer that makes the customer happy, for example:

- "I would be happy to exchange it for you"
- "I would be happy to exchange it for a similar product of higher quality"
- "I'd be glad to refund your money"
- "I'd be happy to do the job over for you and pay special attention to fixing what you don't like."

Check Back

Ask the customer, "Will that be all right?" If the customer says "Yes," do what you promised, and then tell him that the problem will never happen again. Almost all the time, that will end the customer's unhappiness, and you'll probably see him again.

(Once in a while, a customer will say "No." Ask what he would like to have you do. If what he asks is okay with you, then agree to a solution; if what he wants is something you can't do, say, "I'm very sorry that you are unhappy, and I will be glad to exchange the product or give you a refund.")

No matter how you communicate with your customers, whether it's face-to-face, over the phone or through email, remember that being friendly, respectful, and understanding is the way to run your LGMM business – Politeness Pays!