

DEALING WITH CLIENT CONCERNS

1) Let them vent.

- This alone has been shown to decrease negative word of mouth and reviews
- Be sure they are not in the waiting area. Lead into a room, they will follow
- ***"Let's go somewhere quiet so that I can hear your concerns and we can work towards a solution."***

2) Make them feel heard.

- Take a clipboard or tablet - ***"I am going to take notes so that I can fully understand and so our team can learn and improve."*** Be sure to take the notes!
- Repeat back what the client has said in the most positive light that you can. ***"I hear that (the total cost was surprising, Fluffy's hair is different than you expected, etc.) I want to find a way to keep this from happening again."***
- Honestly thank them -***"Thank you for telling me!"***

3) Try, if possible, to shift the focus from frustration to them being a part of finding a solution.

- Do NOT do this by getting defensive, but by trying to ask them some good questions and to talk to them about what happened.
- "Were you able to see our prices listed on the website, did the groomer go over the styling with you, etc?"***
- this is our chance to help us grow as a company ***"Do you have any suggestions for how we could make this better for you next time?"***

REMEMBER THESE THINGS

- 1)they cared enough to choose us and they cared enough to tell you they were upset.
- 2)You **have the control** to ease their concerns and **win their trust**.
- 3) It is not you personally that they are upset with, it is the situation!

Lead with compassion and make them feel heard no matter where it goes.