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## **HOW TO TALK TO AN ANGRY CUSTOMER**

At these difficult times, losing even an irritating client is a bane to business. The company reputations now is one of the measuring sticks for customers in their choice, so it is prudent to keep clients you have satisfied with your product or something else. In a country where word of mouth is still a strong mode of passing the message, you should watch out for angry customers spewing dirt about your company.

How does one deal with an angry client? If your company's good standing means anything to you, you should at least try and talk to the aggrieved party face to face.

1. Acknowledge the other person's anger quickly. Nothing adds more fuel to someone's fire than having their anger ignored or belittled. The faster you recognize their anger, the better.

2. Make it clear that you're concerned. Tell them you realize just how angry they are. Let them know you're taking the situation seriously. Make notes of every possible detail they give you.

3. Don't hurry them. Being patient with an angry call and not interrupting them when they speak up is a good way of waving the flag. In many cases, the best move is to simply listen. They'll wind themselves down eventually. In some cases, they'll realize they blew the situation out of proportion and feel foolish for it. They're then likely to accept nearly any solution you offer.

4. Keep calm. Keep your cool works like it does for many tricky situations. Most angry people say things they don't really mean. Learn to let those things pass and take them up after you've solved the present challenge - only if you feel it's necessary to do so.

5. Ask questions. By asking questions about their problem, you can get to the bottom of the problem quickly. Try to get precise information about the difficulties the problem caused, rather than a general venting of hot air.

6. Agree on a solution. After you know exactly what the challenge is, you're in a position to look for some kind of action that will relieve the challenge. Also, try

not to get into a penny pinching mode by making the customer shoulder more of the costs than he should.