

# What Do You Say?

## Tough Questions

***“I was just in here two months ago. Why do I have to fill this out again?”***

When your job requires that you verify your guests’ information with every visit, explain why. They will feel much more willing to repeat information if they know that it is for their benefit. You might say something like,

***“I know it can seem repetitious, but thanks for your patience. Your safety and security are really important to us, so we make sure that we have all your critical information up to date with every visit.”***

***“Someone here did it for me last time; why won’t you?”***

You’ve already explained why you can’t do what the customer would like and then she tells you someone did it last time. Now what? It’s no fun to be contradicted or feel foolish. But the most important thing to remember is that it’s not about you. It’s about serving your guest. And if she’s telling you it’s been done before, give her the benefit of the doubt and check it out. Say something like,

***“Oh, okay. I’m not aware of that. Give me a couple of minutes to find out how to proceed.”***

***“I bought these a few days ago and now they’re on sale. What can you do about it?”***

To treat your customer like a guest, you should honor the sale price and offer him a partial refund or store credit. After all, the situation could get messy and your guest could choose to formally return your product and then buy a new one—from you or from your competitor.

However, every company is different. So ... you guessed it. Know your company's policy on this one too.

***“You’re kidding me. Are you telling me that your prices went up again?”***

None of us like rising prices, but it's much easier to accept when you know that there is a legitimate reason for the change. So if your prices at work go up, do a little research to find out why. Then you can pass that information along to customers, who comment by saying something like,

***“I know it’s frustrating when prices increase. That’s why we’ve tried to avoid it. But as you know, the costs of electricity and water keep increasing, so we’ve had to pass some of that increase on.”***

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