



An Unhappy Customer Will Tell A Million Of Their Closest Strangers.

The most difficult thing you have to do, if you deal with people is to apologize. Don't let an apology embarrass you or cause you to feel inferior. The ability to say I'm sorry or apologize is an admiral mannerism for dealing with people. Your ability to handle conflicts and apologize is directly interrelated to your reputation. How you handle conflicts and problems can secure or destroy the reputation of you, or your company. Think about these simple tips you make it easier for you to apologize.

Recognize the difference between excuses and reasons. People do not care about the reasons, they want answers. They want assurance that you will assist them solve their problem. Any list of reasons dilutes the value of genuineness and projects in insincerity. Work to fix the problem, not to pin the blame.

To ignore a problem, tends to add anxiety and makes you seem arrogant. By admitting that you, or your company, are capable of making mistakes can help keep you vigilant on preventing them in the time to come. It is weak to dismiss problems or place the blame on others like: "I have no control over that", "Consider the source", or "It's Murphy's Law". Delay or denial forces the problem underground where the frustration builds, surely to erupt later with more violence. Carefully think through the case of the complaint without taking it personally, and then speak about how to solve the position.

Make apologies sincere! Honesty is a highly regarded characteristic in people. People passionately react to a negative or insincere apology. If you are wrong, then make a sincere apology. By not showing compunction you appear as bad as committing the mistake. Remove all sarcasm from your voice and accept responsibility. People who appear unaffected or ignore their wrongdoings show a significant character flaw. You can apologize over and over, but it won't mean a thing unless you mean it!

Upset people sometimes require time to air their frustrations. It is important to let them talk without interruption. Withhold offering a solution to early. Search for more information, saying "It is important that I understand the problem". Ask them to allow you to look into the problem and get back to them within a specific time!

Rather than offering a quick solution, or one that is the easiest for you, ask them "What can I do to resolve the situation?" or "What would you like me to do?" Make these statements in a respectful and genuine manner. Many times they will just say "they just don't want it to happen again" or they would like an apology. Suggest a choice of restitution; such as a free service, replacement product, or a modest gift. This deed can cost little, but go a long way to set the sincerity of your apology.

For most issues the offer of an apology three times indicates a full-faith effort. You may need to put up your apology in, single or more forms; verbal, written or a good will gesture. You will know when enough is enough.

In this era of social media it is important to remember what Joseph Jaffe wrote in his book "Social Email Marketing: "The old marketing adage is that a satisfied customer will tell 5-7 of their friends about their

experience, whereas the dissatisfied customer will tell 15-20. Today, an unhappy customer will tell a million of their closest strangers.”