

## Communicating with your customers

### Small Business Management Toolbox

### Coordinate implementation of customer service strategies

#### Tips for assertive communication

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- Respect the rights of customers but not at the expense of yourself or your business.
- Take appropriate action towards getting what is wanted, without denying the rights of customers.
- Be pro-active/solution oriented.
- Negotiate and evaluate.
- Be consistent.
- Acknowledge others' feelings, including fear and anger.
- Use positive wording and attitude.
- Say sorry for the particular inconvenience, not 'sorry' on its own. Just saying 'sorry' could lead to legal liability.

#### Assertive words and phrases for business

- I believe...
- How do you feel about ...?
- How about ...?
- If I ..., would you ...?
- Let's work this out.
- Let's reach an agreement.
- Let's focus on the solution. Now what are the issues?
- This is an issue (difficulty). How can we resolve it?
- If you continue to use such language, I will have to terminate this conversation.
- I can only help you once you moderate you language/aggression.
- Once I have all the details, we can look for the best solution for you.
- Thank you for waiting.
- Thank you for your patience.