



Intensive: Communicating When Strangling Is Not An Option

SPEAKER *Sue*

Especially prepared for: Educational Travel Consortium

February 8, 2018 | 10:00AM - 12:00PM | Gardenia | Fairmont Southampton | Bermuda

Fundamentals:

We teach people how to treat us.

It's up to us to change our backstory/mindset to enable a better conversation.

Give the other person the benefit of doubt to enhance a productive conversation.

Listening with respect is the key to communicating during a difficult conversation.

Situation: Someone says they signed up for the extension. You have no record of it and now it's not available. How will you respond to enable the best business conversation?

- I've checked our data base but we have no record of registration and the trip is completely sold out. I wish I had better news for you. (formerly, "I'm sorry")
- Oh! You say you registered and planned on going on this trip. Let me see what we can do to be sure you experience X.
- Hmm... I'm not finding your registration. Are you sure you completed the registration?
- I don't see your registration and the trip is sold out.
If you can forward a copy of your registration, I'll see where our error is.

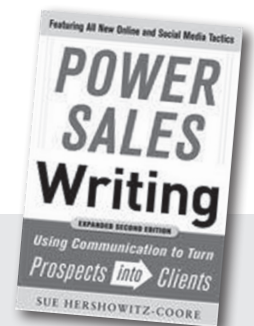
Help others feel safe & smart.

- Stop & listen.
- **Step back.**

Power word

Empathy

Assurance



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Larry Winget, TV personality and #1 Bestselling Author of *Shut Up, Stop Whining & Get A Life*

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Presented by: SUE HERSHKOWITZ-COORE

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- **Go to authentic gratitude.**
- **Let them talk/vent.**
- **Listen for points of agreement.**
You're right and...
Yes and...

- **Acknowledge their situation.**
Verbal prompts

Non-verbal

- **Infuse positivity**
I'd be delighted to help.
Absolutely, I'd be happy to assist with that.
Definitely, certainly, of course
That's a good question
That is a good choice. We've had lots of great comments about that
It has been a pleasure...
I'm going to do everything I can to make this right.
I have a few ways we can make this situation better. May we go through them together,
so you can tell me what you think.
Is there anything else I could assist you with today? I'm happy to help.
Excellent! I'm glad we were able to get that sorted out for you.

- **Success comes in cans!**
Avoid "no" (No problem, that's not possible, we do not have)
Never argue back, contradict or in any way imply they are wrong (even if they are)
As I've already said...
Well, if you would listen
Unfortunately,
Basically/Put simply
I am trying to help you, but you aren't letting me speak
Calm down
If you'll let me finish...
I'm new so please bear with me
We apologize for any inconvenience
I don't know

- **Mirror pace**
- **Use their name**

Communicating When Strangling Is Not An Option

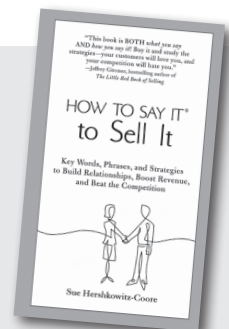
Situation 2: One of your partners caused an error and an unhappy alum. It is not your fault and your client is blaming you. How will you handle this phone call/email?

- **Greet**
- **Assure**
- **Curiosity/Learn**
- **Solve**
- **Confirm**
- **Thank & Delight**

Situation 3: A member calls to complain about the price of the trip they want to go on. What will you say to help them?

Notes

*"I will keep smiling, be positive and never give up!
I will give 100 percent each time I play.
These are always my goals and my attitude." Yani Tseng*



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