



# Taking Your Customer from Frustrated to Calm & Confident

Remember, your customer may be feeling frustrated, stressed or even angry. Help calm your customer's feelings and let them know they will be taken care of by taking the following steps as soon as you arrive.

## 1. Calmly introduce yourself

Use a friendly, firm handshake. Tell them your name. Ask their name and use it. Be professional and personal.

## 2. Listen to them without interrupting

Even if you already know what they're going to say. Most people want to be heard as much as they want their machine back up and running.

## 3. Let them know you care & understand

Tell them you understand how they're feeling and that you and the dealership are here to solve their problem as quickly as possible.

## 4. Tell them the steps you're going to take

Verbally walk your customer through a brief overview of your repair or troubleshooting process. Let them know what to expect.

## 5. Tell them you'll follow up when you're done

Then do it! Connect with your customer when you're finished and let them know what the results were and communicate what's next.

