

NextLevelSelling

Transforms Your Business



Handling Difficult Clients by Adrian Law

Transcription

1

00:00:00,000 --> 00:00:01,250

HEY GUYS,

2

00:00:01,251 --> 00:00:02,010

GOOD MORNING.

3

00:00:02,011 --> 00:00:02,980

I HOPE YOU'RE WELL,

4

00:00:02,990 --> 00:00:05,190

ADRIAN HERE, AND THIS IS FRANKIE.

5

00:00:05,200 --> 00:00:06,210

FRANKIE SAY HI,

6

00:00:06,760 --> 00:00:08,600

NOPE, SOMETHING MORE INTERESTING OUTSIDE.

7

00:00:08,601 --> 00:00:09,990

SHE'S A KILLER, BE CAREFUL.

8

00:00:10,480 --> 00:00:13,600

NOW, I'M BRINGING FRANKIE WITH ME TODAY

9

00:00:13,601 --> 00:00:13,950

IT'S SUPER EARLY ON

10

00:00:13,951 --> 00:00:14,590

MONDAY MORNING.

11

00:00:14,591 --> 00:00:16,000

MY SON IS NOT VERY WELL BLESS HIM.

12

00:00:16,001 --> 00:00:17,950

HE'S BEEN UP SINCE ABOUT FOUR THIS MORNING.

13

00:00:17,960 --> 00:00:18,660

SO HAVE I.

14

00:00:19,130 --> 00:00:20,420

I'M JUST HEADING OUT FOR A COFFEE,

15

00:00:20,421 --> 00:00:22,170

BUT BRINGING FRANKIE WITH ME HAS REMINDED

16

00:00:22,171 --> 00:00:24,300

ME OF AN EVENT THAT HAPPENED.

17

00:00:24,310 --> 00:00:25,550

THAT'S SOMETHING THAT COULD BE QUITE

18

00:00:25,560 --> 00:00:28,330

USEFUL FOR YOURSELVES AND THAT IS HANDLING

19

00:00:28,331 --> 00:00:31,380

OR HOW TO HANDLE DIFFICULT CUSTOMERS.

20

00:00:31,381 --> 00:00:32,220

EVER HAVE ANY OF THOSE?

21

00:00:32,700 --> 00:00:34,320

NAH, SURELY NOT.

22

00:00:34,330 --> 00:00:36,540

BUT THIS TIME, I TOOK FRANKIE TO THE PARK.

23

00:00:36,541 --> 00:00:38,240

IT'S ALWAYS THE PARK OR THE BEACH

24

00:00:38,250 --> 00:00:44,140

AND, I BASICALLY TOOK HER FOR A RUN AROUND

25

00:00:44,150 --> 00:00:45,070

AND SHE GOT BACK IN THE CAR.

26

00:00:45,071 --> 00:00:47,170

I GOT BACK IN THE CAR ABOUT TO DRIVE OFF

27

00:00:47,180 --> 00:00:50,310

AND ALL OF A SUDDEN, I HEAR THIS (KNOCKING NOISE)

28

00:00:50,311 --> 00:00:50,900

ON MY WINDOW.

29

00:00:50,901 --> 00:00:53,270

THERE'S A GUY STOOD THERE AND HE'S EFFING

30

00:00:53,271 --> 00:00:54,260

AND BLINDING AT ME.

31

00:00:54,261 --> 00:00:55,970

LIKE YOU WOULD NOT BELIEVE. HE'S ABSOLUTELY

32

00:00:55,980 --> 00:00:59,820

GOING NUTS AND I RELUCTANTLY WOUND DOWN

33

00:00:59,821 --> 00:01:00,660

MY WINDOW TO GO,

34

00:01:00,661 --> 00:01:02,530

"WHAT THE HECK IS GOING ON?"

35

00:01:02,680 --> 00:01:04,840

IT TURNS OUT THAT THIS LITTLE ONE HERE,

36

00:01:05,460 --> 00:01:08,560

ACCORDING TO THIS GUY, HAD DONE SOME BUSINESS.

37

00:01:08,660 --> 00:01:10,750

SHE'S DONE A NUMBER TWO AND I HADN'T

38

00:01:10,760 --> 00:01:11,610

PICKED IT UP.

39

00:01:11,890 --> 00:01:14,720

NOW, I HAVEN'T SEEN IT. I'M VERY DILIGENT ON

40

00:01:14,721 --> 00:01:16,690

PICKING UP HER POO, BECAUSE I HATE IT

41

00:01:16,691 --> 00:01:17,860

WHEN I SEE IT IN THE PARK.

42

00:01:17,861 --> 00:01:19,190

I'M NOT SURE IF YOU'RE A DOG OWNER OR

43

00:01:19,191 --> 00:01:20,670

NOT. BUT YEAH,

44

00:01:20,680 --> 00:01:22,070

NOT FUN, BUT I HAVEN'T SEEN IT.

45

00:01:22,080 --> 00:01:24,030

SO NOW, THIS GUY IS GOING BALLISTIC AT ME.

46

00:01:24,031 --> 00:01:26,590

AND THE FIRST RULE OF HANDLING DIFFICULT

47

00:01:26,591 --> 00:01:28,890

CUSTOMERS, IS YOU'VE GOT TO LET THE

48

00:01:28,891 --> 00:01:30,360

CUSTOMER-- IF THEY'RE VENTING,

49

00:01:30,370 --> 00:01:32,380

IF THEY'RE GOING OFF, LIKE THIS GUY

50

00:01:32,381 --> 00:01:33,880

WAS, LET THEM VENT.

51

00:01:33,890 --> 00:01:37,810

LET THEM RANT. UNTIL, IT'S ALL OUT.

52

00:01:38,180 --> 00:01:39,320

THAT'S RULE NUMBER ONE.

53

00:01:39,321 --> 00:01:40,690

IT'S NOT ALWAYS EASY, BECAUSE WE CAN

54

00:01:40,691 --> 00:01:42,920

GET A BIT DEFENSIVE OR WE TRY AND SOLVE

55

00:01:42,921 --> 00:01:44,170

THE PROBLEM STRAIGHT AWAY.

56

00:01:44,180 --> 00:01:44,840

BUT YOU'VE GOT TO--

57

00:01:44,841 --> 00:01:45,510

IF THEY'RE ANGRY,

58

00:01:45,511 --> 00:01:46,710

YOU GOTTA LET THAT GO.

59

00:01:46,720 --> 00:01:49,410

AND THAT'S EXACTLY WHAT I DID SUBCONSCIOUSLY REALLY,

60

00:01:49,411 --> 00:01:50,660

JUST LET HIM VENT.

61

00:01:51,510 --> 00:01:54,200

I DID ABOUT THREE STEPS OF A FIVE OR

62

00:01:54,201 --> 00:01:56,710

SIX-STEP PROCESS IN HANDLING DIFFICULT CUSTOMERS.

63

00:01:57,030 --> 00:01:58,800

AND THIS GUY THAT'S GOING NUTS,

64

00:01:58,810 --> 00:02:02,720

ACTUALLY ENDED UP PICKING UP FRANKIE'S POO

65

00:02:02,730 --> 00:02:06,470

HIMSELF HAPPILY, AND WITH HIS OWN POO BAG.

66

00:02:06,471 --> 00:02:09,810

SO, IF YOU WANT TO GET SOMEBODY TO

67

00:02:09,820 --> 00:02:12,280

PICK UP YOUR DOG'S POO,

68

00:02:12,290 --> 00:02:14,140

THIS IS A GOOD PROCESS TO FOLLOW.

69

00:02:14,150 --> 00:02:16,300

SO, THE SECOND STEP AFTER HE'S GONE OFF

70

00:02:16,301 --> 00:02:18,340

AND VENTED AND GOT IT ALL OUT.

71

00:02:18,350 --> 00:02:20,370

THE SECOND STEP IN HANDLING DIFFICULT CUSTOMERS,

72

00:02:20,371 --> 00:02:24,560

I BELIEVE, IS YOU NEED TO APOLOGIZE AND

73

00:02:24,570 --> 00:02:26,810

SOME PEOPLE STRUGGLE WITH THAT BECAUSE ESPECIALLY,

74

00:02:26,820 --> 00:02:29,110

FOR YOURSELVES THAT YOUR CLIENT OR

75

00:02:29,111 --> 00:02:30,520

IT MAY NOT EVEN BE YOUR CLIENT MIGHT BE

76

00:02:30,521 --> 00:02:33,580

GOING REALLY UPSET OR ANGRY ABOUT SOMETHING

77

00:02:33,581 --> 00:02:34,520

THAT HAPPENED IN SERVICE,

78

00:02:34,521 --> 00:02:35,340

FOR EXAMPLE.

79

00:02:35,350 --> 00:02:37,700

SO, IT'S NOT NECESSARILY YOUR FAULT OR

80

00:02:37,701 --> 00:02:39,070

YOUR ISSUE OR ANYTHING,

81

00:02:39,080 --> 00:02:41,080

BUT THE CLIENT DOESN'T CARE.

82

00:02:41,090 --> 00:02:42,010

THEY JUST WANT IT FIXED, RIGHT?

83

00:02:42,011 --> 00:02:43,830

SO, IT'S REALLY IMPORTANT THAT

84

00:02:43,831 --> 00:02:45,680

YOU APOLOGIZE, AND THAT'S EXACTLY WHAT

85

00:02:45,681 --> 00:02:48,070

I DID WITH THIS PARTICULAR GENTLEMAN.

86

00:02:48,071 --> 00:02:49,580

I SAID, "I'M REALLY SORRY."

87

00:02:49,590 --> 00:02:51,180

"I HONESTLY DIDN'T SEE IT."

88

00:02:51,190 --> 00:02:52,100

AND I SAID, AGAIN,

89

00:02:52,101 --> 00:02:54,180

I HATE IT WHEN I SEE OTHER PEOPLE'S--

90

00:02:54,181 --> 00:02:54,830

OTHER DOGS BUSINESS,

91

00:02:54,831 --> 00:02:55,860

BLAH BLAH BLAH BLAH BLAH.

92

00:02:55,870 --> 00:02:57,670

BUT IT'S REALLY IMPORTANT THAT YOU

93

00:02:57,671 --> 00:02:59,600

DO THAT. AND AGAIN, SOME PEOPLE STRUGGLE WITH

94

00:02:59,601 --> 00:03:01,510

IT BECAUSE IT MAY NOT BE YOUR FAULT.

95

00:03:01,511 --> 00:03:03,855

BUT THE CLIENT DOESN'T CARE, YOU'RE REPRESENTING

96

00:03:03,856 --> 00:03:04,635

YOUR COMPANY.

97

00:03:04,645 --> 00:03:07,315

SO IT'S IMPORTANT THAT YOU TAKE RESPONSIBILITY

98

00:03:07,316 --> 00:03:07,995

FOR THAT.

99

00:03:08,005 --> 00:03:09,975

AND THAT LEADS ME ON TO THE THIRD POINT,

100

00:03:09,985 --> 00:03:13,375

WHICH IS YOU WANT TO FOLLOW THROUGH ON

101

00:03:13,385 --> 00:03:15,935

WHAT YOU'RE GONNA DO TO SOLVE THE ISSUE,

102

00:03:15,945 --> 00:03:17,465

OR IF YOU'RE GONNA GET SOMEBODY ELSE

103

00:03:17,915 --> 00:03:18,935

TO LOOK AFTER IT.

104

00:03:18,945 --> 00:03:20,495

STILL, FOLLOW THAT THROUGH TO MAKE SURE

105

00:03:20,496 --> 00:03:24,420

IT'S DONE. NOTHING WORSE THAN PASSING THE

106

00:03:24,421 --> 00:03:26,250

BUCK AND THEN IT'S STILL NOT FOLLOWED THROUGH,

107

00:03:26,251 --> 00:03:28,410

THAT'S HOW YOU CREATE EVEN ANGRIER CLIENTS.

108

00:03:28,411 --> 00:03:31,010

SO, WITH THIS EXAMPLE WITH THE PARK

109

00:03:31,020 --> 00:03:33,400

I SAID-- AFTER I APOLOGIZED,

110

00:03:33,410 --> 00:03:35,530

I SAID, "SHOW ME WHERE IT IS MAN."

111

00:03:35,531 --> 00:03:37,740

"AND I'M MORE THAN HAPPY TO GO AND"

112

00:03:37,741 --> 00:03:38,600

"PICK IT UP."

113

00:03:39,200 --> 00:03:41,520

BUT HE COME DOWN THAT MUCH,

114

00:03:41,521 --> 00:03:41,820

HE'S LIKE,

115

00:03:41,821 --> 00:03:42,190

"NO, NO, NO,"

116

00:03:42,191 --> 00:03:43,420

"NO, IT'S OKAY."

117

00:03:43,430 --> 00:03:43,780

"YOU GUYS,"

118

00:03:43,781 --> 00:03:47,990

"I UNDERSTAND THAT DOGS CAN RUN OFF,"

119

00:03:48,000 --> 00:03:49,670

"DOGS DO THEIR THING HIDING BEHIND TREES OR WHATEVER"

120

00:03:49,671 --> 00:03:51,620

BECAUSE I'VE GOT SOME POOP BAGS

121

00:03:51,621 --> 00:03:53,240

HE SAID, "I'LL PICK IT UP"

122

00:03:53,250 --> 00:03:55,040

AND WAS HAPPY TO DO SO.

123

00:03:55,260 --> 00:03:57,720

SO EVEN IF YOU DO THOSE FEW STEPS THERE,

124

00:03:57,730 --> 00:03:59,990

YOU'RE GONNA TURN A LOT OF PEOPLE AROUND

125

00:04:00,000 --> 00:04:04,220

FROM UPSET OR ANGRY OR DISAPPOINTED INTO

126

00:04:04,230 --> 00:04:05,510

VERY HAPPY CLIENTS.

127

00:04:05,520 --> 00:04:07,640

SO THAT'S MY TIP TODAY,

128

00:04:07,650 --> 00:04:09,420

JUST ABOUT TO GRAB A COFFEE, BUT ENJOY

129

00:04:09,421 --> 00:04:10,770

YOUR DAY AND I'LL SPEAK TO YOU VERY

130

00:04:10,771 --> 00:04:11,940

SOON. BYE FOR NOW.