

Landscape Training Solutions

Technical & leadership programs and products in English/Spanish

INSTEAD OF:



- 🔴 “You have to. . .”
- 🔴 “You should . . .”
- 🔴 “I’ll try. . .”
- 🔴 “You made a mistake. . .”
- 🔴 “Your complaint. . .”
- 🔴 “Your problem. . .”
- 🔴 “You can’t. . .”
- 🔴 “We can’t. . .”
- 🔴 “As soon as possible.”
- 🔴 “I’m just. . .”
- 🔴 “There’s nothing I can do.”
- 🔴 “Why didn’t you. . .”
- 🔴 “Let me warn you . . .”

HOW ABOUT:



- 🟡 “Will you please. . .”
- 🟡 “Will you please. . .”
- 🟡 “I will. . .”
- 🟡 “Will you please. . .”
- 🟡 “Your question. . .”
- 🟡 “This situation. . .”
- 🟡 “You can. . .”
- 🟡 “You can. . .”
- 🟡 “Before _____ o’clock.”
- 🟡 “I am. . .”
- 🟡 “I will _____” (list actions)
- 🟡 “Will you please. . .”
- 🟡 “I want to let you know.”

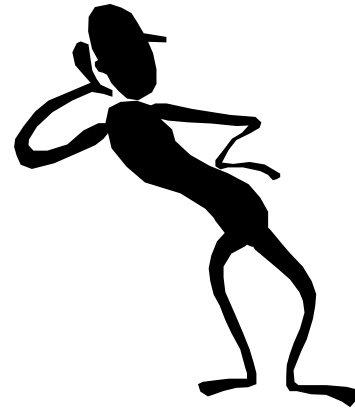
“Customer Communications”
2011 Indiana Arborist Association Conference

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Effective Listening Skills

1. Focus on content, not delivery style.
2. Be attentive. Use names frequently.
3. Maintain eye contact.
4. Read between the lines.
5. Find areas of interest.
6. Use affirmative body language.
7. Resist distractions. (radio)
8. Keep an open mind.
9. Paraphrase the central ideas.
10. Validate feelings and emotions.
11. Ask open-ended questions.



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Open-Ended Questions

W

Q

W

Q

W

C

W

D

H

C

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Reasons We Avoid Giving Feedback...

Participants - Circle or ✓ check ***your*** reasons:

“I don’t have time.”

“There’s nothing really wrong.”

“I don’t like to be critical”

“I’m not sure how to say it.”

“The person could get upset or feel hurt.”

*“That guy has a lot of personal problems.
I feel sorry for him. Things will get better.”*

“Feedback is so uncomfortable.”

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Essentials of Feedback

*“Good feedback is soft on the person
and hard on the problem.”*

Anonymous

- ◆ Create the most pleasant environment to talk to the person.
- ◆ State the purpose of your feedback.
“I'd like to explain / ask . . .”
- ◆ Describe the behavior/situation in question.
READ your customer to know how specific to be.
- ◆ Seek to understand the customer's perspective.
- ◆ Ask open ended questions (W,W,W,W,H).
AVOID Why?
- ◆ Express your own position.
- ◆ Offer specific suggestions. Seek agreement.

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Handling Customer Complaints

Customer Says:

You Respond:

You guys should have.....

**Good suggestion Mr. Adams,
we do it this way because.....**

**This really costs too much for
the time you are here!**

**I realize the time may be short
but the knowledge is long!**

You are not being careful enough!

**I really appreciate your
concern Mr. Smith, we use all
the most modern safety
practices and equipment.**

**I thought you were going do the
Oak tree too?**

**Oh maybe that was from an
earlier conversation but here is
the work order we all signed.**