Creating Raving Fans

Step 1 Listen

- Stop what you are doing
- 30 Second Rule
- It's not personal
- Think Sensitive Client
- Remember sea breeze

Step 2 Apologise

- You don't have to be wrong to say you're sorry!
- Sorry to hear that's happened
- For any inconvenience
- We don't want this for any clients

Step 3 Ask & Clarify

- Seek first to understand
- Tell me more
- So that I can help you best
- What would you like me to do now?

Step 4 Suggest

- Based on what we've discussed...
- Here's my recommendation...
- Can I walk you through the process...
- I think the next step is...
- Remember under-promise and over-deliver

Step 5 Agree

- Are you okay with this?
- Is that okay with you?
- Do you agree on that timeframe?
- I think this is the best way... yes?
- Here's what I'm going to do now...

Step 6 Follow UP

- Own the issue until resolution
- Ask for support early if you're stuck
- Action what needs to be done
- Keep the client in the loop
- Ensure the issue has been resolved

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