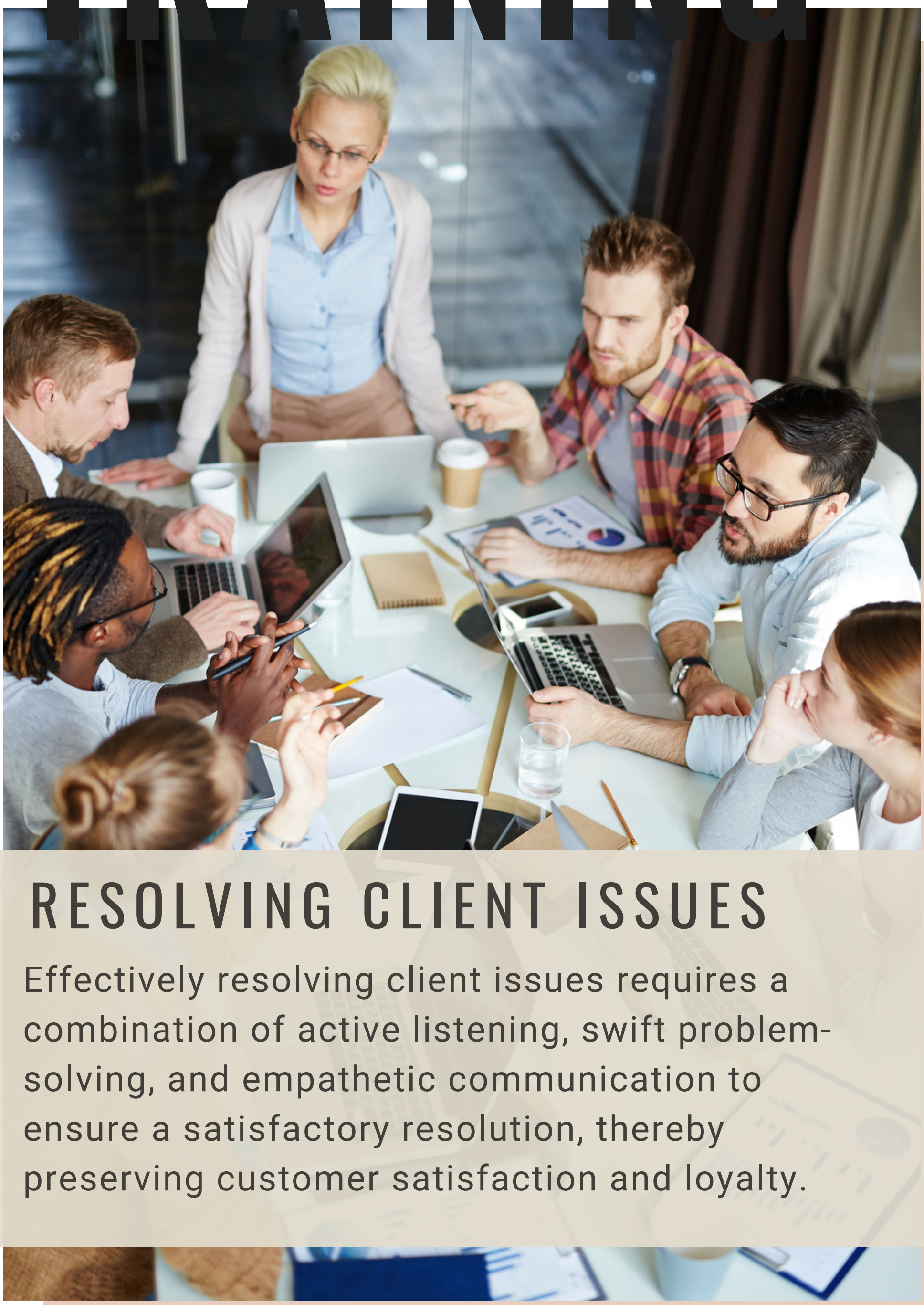
ADVANCED TRAINING



RESOLVING CLIENT ISSUES

Effectively resolving client issues requires a combination of active listening, swift problem-solving, and empathetic communication to ensure a satisfactory resolution, thereby preserving customer satisfaction and loyalty.

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How to use
Weekly Meeting Topic Guides

What are the Weekly Meeting Topic guides?: One-page topic guides to help managers educate their sales team on sales growth topics and strategies.

Goal: BSPK morning meetings are designed for one simple purpose:
to modify behaviors in order to achieve a desired result.

Weekly Topic: The meeting topic is intended to be delivered daily for an entire week in order to ensure that all team members have fully absorbed the content before moving on to the next topic.

Sections: BSPK morning meetings are divided into 4 easy steps.
- Introduction
- Questions for the team
- Teach the topic
- Set the expectation

Meeting time: A morning meeting should be no longer than 15-20 minutes.

Best practices:
- Review the content before your morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use the guide as a reference but always make eye contact with your team
- After the meeting, be present on the sales floor and be prepared to provide in-the-moment coaching where needed

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Weekly Meeting Topic
Resolving client issues

Confidential

Step 1 Introduction

This week's morning meeting topic is a review of best practices for **resolving client issues.**

Step 2 Questions for the team

- Can someone share what the most common client issues are for our store?
- What are the steps that you usually take when a client is upset?

Step 3 Teach the topic

1) Mindset: To be an effective mediator for client issues, view complaints as opportunities, not annoyances. Clients share concerns because they seek resolution. Handling it well strengthens relationships and creates opportunities. Remember, their frustration is about the situation, not you.

2) Listen and acknowledge: Listen actively as clients share their concerns, letting them express their frustrations fully without interruptions.

3) Validate their concerns: Show genuine willingness to assist and resolve issues to their satisfaction.

4) Propose a solution: Highlight what's possible (what you can do), explain your reasoning, and seek manager approval when needed – always discussing matters privately.
Example: If a client wants to return a necklace with a broken clasp that they purchased 1 year ago, you could let them know that while you can't refund the item, you'd be glad to have the clasp repaired at no cost as a client service gesture.

5) Thank the client for their time: Let them know their feedback is valuable and ask them if the solution you proposed has addressed their concerns to their satisfaction.

Pro tip: If a client makes an unreasonable request or is being difficult, it may be best to partner with a supervisor or manager for additional support and guidance. Remain firm regarding the decision that was made and let the client know that the decision is final.

Pro tip: Do not present an escalation path to the customer, unless one was requested. If the client requests a contact for senior leadership, it is always best to provide the contact information for customer service. They will be able to share the feedback with senior leadership if they feel it is necessary. Politely let the client know that all client feedback should be directed to customer service.

Pro tip: If a client makes you feel uncomfortable, always partner with a supervisor or manager.

Are there any questions or feedback?

Step 4 Set the expectation (this is how you can say it)

This week, let's prioritize resolving client issues. Management will monitor your sales floor interactions to ensure we're focused on solutions. Remember, we're here to support you. Don't hesitate to involve us to turn around negative experiences. Let's boost our store capture rate together!