



# WHAT TO SAY!

MYRAGOLDEN.COM

## "GET ME A MANAGER!"

A 3-step framework, plus word-for-word,  
what to say to this customer

# What to Say in Ten Challenging Conversations

What to say when a customer yells,  
wants you to bend the rules, or when  
you need a graceful exit AND More!



**PLUS**

---

What to say  
when the  
customer uses  
profanity



# WHAT NOT TO DO WHEN A CUSTOMER ASKS FOR YOUR MANAGER

Thanks to the Internet and social media, customers are savvier now than ever before. Although this sounds like a good thing, the net result is an increase in stress for customer service professionals.

According to Newsweek magazine, the stress level of customer service representatives is comparable to that of air-traffic controllers and police officers. To be clear, **the role of customer service now ranks as one of the 10 most stressful jobs in the U.S.**

One of the things I'm working on right now is how to find ways to relieve the stress contact center agents face on a daily basis. **It's hard to get verbally abused daily and to have to deal with constant phone calls and emails all day.**

**Dealing with a customer who demands to speak to your supervisor is stressful.**  
The right approach to this customer will result in a less stressful situation for you.

## WHAT NOT TO DO WHEN A CUSTOMER ASKS TO SPEAK TO A SUPERVISOR

1. When a customer asks to talk to a supervisor, **don't refuse.** That's what is known as "pushing." If a customer is pressed, they will push back. Meaning they will be more difficult.
2. **Don't only say, "Ok. Hold while I transfer you."** You don't want to sound dismissive or flippant. Besides, you are a customer service professional. You are paid for your expertise, diplomacy, and knowledge. You know, I know, and your supervisor knows that you have all the skill you need to help any customer that shows up on your phone. So, make a reasonable effort to try to help the customer.

# What to Say When a Customer Wants Your Manager: The U S A Method

The U S A Method is an effective way to politely nudge your customer to let you help, without escalating to your manager. Let me breakdown U S A:

## Understanding Statement

Don't say anything to the customer who asks for a supervisor without **first demonstrating that you fully understand their frustration** (or whatever it is they are feeling). It is essential that the customer feels you know the inconvenience or problem they have experienced. **If they don't feel you understand what they are feeling, they may become more difficult, and the call will most likely escalate.**

## Explain the Situation

Explain the situation. That is, **explain that you can and would very much like to help the customer.**

## The Action you'll take.

Convey to the customer that **if you aren't able to help them, you will let them speak to a supervisor.** That is the action you commit to taking.

**Meet me on the next page to apply U S A to the conversation with the customer who wants your supervisor.**

# U S A Method In Action

**So, right out of the gate your customer asks to speak with a supervisor. Here's how you could respond using U S A.**

## **UNDERSTANDING STATEMENT:**

*"I respect your request to talk to a supervisor."*

## **SITUATION:**

*"My supervisor is counting on me to do my job and resolve problems our customers encounter. Will you give me an opportunity to try to solve the problem before we go any further?"*

Or

*"Will you give me a chance to try and resolve this for you. That's why I'm here."*

## **ACTION:**

*"If after speaking with me, you are still unhappy, I'll immediately connect you with my supervisor. How does that sound?"*

This is not a "magic wand" approach, but in many cases, when you demonstrate empathy with an understanding statement, explain the situation, and tell the customer what you can do, you will be doing your very best.

When you respond to the request for a supervisor with the USA method, you will find that fewer calls have to be escalated to your supervisors and that you are more confident in your response.



# **WHAT TO SAY WHEN THE CUSTOMER WANTS TO TALK TO YOUR SUPERVISOR - 2 OPTIONS**

**"I'M SORRY YOU FEEL YOU NEED TO TALK TO SOMEONE ELSE, BUT THAT'S THE REASON I'M HERE. I HAVE BEEN GIVEN FULL AUTHORITY TO HELP RESOLVE YOUR CONCERNS. MAY I HAVE THE OPPORTUNITY TO FIX THIS FIRST?"**

**"PLEASE GIVE ME AN OPPORTUNITY TO TRY AND RESOLVE THIS FOR YOU. THAT'S WHY I'M HERE."**

# The U S A Method Is Also Great for Saying 'No'

The U S A Method is an effective way to politely yet firmly say 'no' to your customer.

I have an example outside your industry that I want you to review. Then, on page two, I want you to apply U S A to a situation you regularly encounter.

## Understanding Statement

Let the customer know you understand what they're asking and relate to their pain point.

*"As a loyal customer, I know it's frustrating to learn we don't match lower prices on our website."*

## Explain the Situation

Tell the customer why you can't merely give them what they're asking for.

*"While some brick & mortar stores offer price adjustments, we, as an online retailer, do not. I can't override our corporate policy, and no one up the chain will tell you differently."*

## The Action you'll take.

It's easier for customers to accept your 'no' when you give them options. Tell customers what happens next, should they not be happy with your final word.

*"I have an option for you that you're not going to like, but it is an option. You can repurchase the Triad Doorbell today at the Cyber Monday price and return your original Doorbell."*

# **WHAT TO SAY TO THE YELLING OR CUSSING CUSTOMER**

**“I’M TRYING TO HELP YOU, BUT IF YOU CONTINUE TO YELL AND SWEAR, I AM GOING TO ASK THAT YOU CALL BACK ANOTHER TIME. IT’S UP TO YOU...WHICH WOULD YOU PREFER?”**

**“I’m sorry. It isn’t possible to help while listening to that language. If it stops, I can help.”**

**“If a few minutes helps you calm down before we continue, that would be fine. You can certainly call me back.”**

**“I want to help you, yet the language is getting in the way.”**

**Note: Your tone is critically essential to the above statements. You must come across calm, neutral, and non-threatening.**



# **WHAT TO SAY WHEN YOU CANNOT HONOR THE REQUEST FOR A REFUND DUE TO CONSUMER ERROR**

**“IT IS OUR COMPANY POLICY THAT WE CANNOT PAY A CLAIM THAT INVOLVES CONSUMER ERROR. WE HAVE A RESPONSIBILITY TO THE COMPANY TO UPHOLD THE INTEGRITY OF OUR PRODUCTS. WHEN A PRODUCT PERFORMS AS EXPECTED AND HAS NO DEFICIENCIES, WE CANNOT TAKE RESPONSIBILITY AND ACCORDINGLY CAN OFFER NO FINANCIAL ASSISTANCE.”**

**“ALTHOUGH YOU MIGHT NOT AGREE WITH MY DECISION, I’D LIKE TO EXPLAIN IT SO YOU CAN AT LEAST UNDERSTAND.”**

**“WE APPRECIATE HEARING ABOUT YOUR EXPERIENCE, BUT WE CANNOT COMPENSATE YOU IN THIS MATTER BECAUSE YOU FAILED TO FOLLOW INSTRUCTIONS/DID NOT READ INSTRUCTIONS/ MISUSED THE PRODUCT.”**

# **WHAT TO SAY TO MOVE A TALKATIVE CUSTOMER FORWARD AND TO CLOSURE**

**“BEFORE WE HANG UP I WANT TO BE SURE TO TELL YOU...”**

**NOTE: THIS STATEMENT PSYCHOLOGICALLY LEADS THE  
CUSTOMER TOWARD THE END OF THE CONVERSATION.**

**“I DON'T WANT TO TAKE UP ANY MORE OF YOUR TIME SO LET  
ME GIVE YOU...”**

**NOTE: YOU CAN MAKE THIS STATEMENT EVEN WHEN THE  
CUSTOMER HAS CALLED YOU.**

**“ONE LAST THING I NEED TO TELL YOU....”**

**“I HAVE ALL THE INFORMATION I NEED SO I’LL NOW....”**

**“PLEASE HELP ME UNDERSTAND PRECISELY HOW I CAN HELP  
YOU.”**

# **WHAT TO SAY TO SHOW EMPATHY**

**"I CAN SEE YOUR POINT ON THAT."**

**"THE PROBLEM YOU EXPERIENCED IS NO MORE ACCEPTABLE TO US THAN IT WAS TO YOU."**

**"IT MUST HAVE BEEN VERY FRUSTRATING FOR YOU TO GET THE WIDGET HOME AND DISCOVER IT DOESN'T WORK PROPERLY."**

**"IT MUST SEEM LIKE THESE THINGS TAKE FOREVER."**

**"THAT SOUNDS FRUSTRATING."**

**"I HATE TO THINK YOU HAD A MESS TO CLEAN AFTER THE BAG OF LENTILS RIPPED."**

**"IT'S HARD TO IMAGINE HOW YOU MUST HAVE FELT."**



# **WHAT TO SAY TO THE CUSTOMER WHO WANTS YOU TO BEND THE RULES**

**REMEMBER: TODAY'S EXCEPTION BECOMES TOMORROW'S  
EXPECTATION**

**EMPATHIZE WITH THE CUSTOMER AND AT THE SAME TIME  
REMAIN NEUTRAL. SAY SOMETHING SIMILAR TO:**

**"TO BE FAIR TO EVERYONE I MUST..."**

**"I WISH THAT WERE POSSIBLE, BUT YOUR REQUEST IS  
BEYOND MY LEVEL OF AUTHORITY. I WILL, HOWEVER, CHECK  
WITH MY MANAGER.**

# **WHAT TO SAY WHEN YOU NEED A GRACEFUL EXIT**

**"WE SEE THIS DIFFERENTLY, AND I AM GOING TO HAVE TO PUT MORE THOUGHT INTO THE PERSPECTIVE YOU HAVE SHARED WITH ME. IT'S HELPFUL FOR ME TO UNDERSTAND HOW YOU SEE THINGS. IN THE MEANTIME, HERE IS WHAT I CAN DO TO SOLVE THE IMMEDIATE PROBLEM."**

**"I'M SORRY THAT I HAVE NOT BEEN ABLE TO HELP YOU. IF YOU DON'T OBJECT, I WOULD LIKE TO LET A COLLEAGUE/MANAGER OF MINE ATTEMPT TO BETTER MEET YOUR NEEDS."**

# **WHAT TO SAY TO THE DEMANDING CUSTOMER WHO WANTS ON-THE-SPOT ANSWERS**

- **REITERATE WHAT YOU KNOW, WHAT YOU CAN DO, AND WHAT THEY CAN EXPECT.**
- **EXPLAIN, "I DON'T WANT TO DISAPPOINT YOU FURTHER. I WANT TO BE HONEST ABOUT WHAT WE CAN DO FOR YOU."**
- **BE HONEST WITH THE CUSTOMER.**
- **DO NOT LET THE CUSTOMER MAKE YOU GIVE AN IMMEDIATE RESPONSE.**
- **DO NOT MAKE ANY PROMISES YOU CAN'T KEEP.**



# **WHAT TO SAY WHEN YOU WANT TO “SAFELY” APOLOGIZE**

**“PLEASE ACCEPT MY SINCERE APOLOGY FOR ANY  
FRUSTRATION THIS MAY HAVE CAUSED YOU.”**

**“I AM SORRY FOR ANY MISUNDERSTANDING YOU MAY  
HAVE EXPERIENCED.”**

**“I’M SORRY YOU HAD TO TAKE TIME OUT OF YOUR DAY TO  
CALL US ABOUT THIS, YET I’M GLAD I WAS ABLE TO HELP.”**

**This resource guide is a gift to you from  
Myra Golden. You are welcome to  
share the Guide with your team, so  
long as you include this copyright  
notice:**

**Copyright© 2021 Myra Golden  
Seminars. Used with permission by  
Myra Golden Seminars,  
[www.myragolden.com](http://www.myragolden.com)**