

Game Changing Gifts - "When Saying Sorry is INSUFFICIENT!"



Facts - What do UPSETS Cost in lost revenue?

- When someone is UPSET, saying sorry often is insufficient
- 95% of people share bad experiences with others
 - 54% share bad experiences with 5+ people
 - 45% share negative reviews on social media
 - ✧ 63% of consumers read negative reviews on social media;
 - ✧ 88% of customers trust online reviews as much as they trust friends
 - ✧ One negative online review cost a business a loss of approximately 30 customers
- 60% of people have STOPPED doing business with brand due to a POOR service experience
- It cost 6 - 7 times more to attract a new client than it does to retain an existing

3 Risks to Remember

1. Upset people are EMOTIONAL

- The brain is HI-Jacked: The higher the emotion, the lower the intellect
- Avoid being logical
- Attempts to reason is guaranteed to escalate the upset



2. Two or more upset people are exponentially more dangerous

An upset client with a defensive business owner is the most volatile combination

3. When it comes to mistakes, timing is NEVER great

- Urgency leads to even BIGGER problems
- Making things right is not nearly as risky as having a **Precious Memory Making** strategy ready to go
- When saying sorry is insufficient, it's time to step up and make this a REALLY special memory for all involved - Have a plan, ready to go makes it less risky for all involved

Flip side of this page - **3 Step Implementation Plan**

3 Step Implementation Plan

Game Changing Gifts
- "When Saying Sorry is INSUFFICIENT!"



Facts

- *What do UPSETS cost in lost revenue?*
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1. Step up and own the error ASAP

- *And, promptly disclose to all stake holders*

- No reasons, no unnecessary details, keep it as simple and clear as possible
- Stick to crisp, clear, essential FACTS that identify GAP between desired outcome and current reality with a commitment to bridge the gap
- Stay focused on SINGLE issue until 100% resolved - Resist temptation to explore future concerns, etc, until client's current need had been fully addressed

2. Immediately do whatever is possible to make it right for this client

- Remember, the longer a person is upset, the harder it is to resolve the issue
- Step up, quickly and decisively,
- Recruit appropriate people to help if necessary

3. Your actions to speak louder than your words

- *Saying sorry is insufficient - While implementing above ...*

- Do something to demonstrate how special your client is to you
- And, also remember to consider others who were impacted by this incident
- Resist the temptation to send a complimentary product as a gift
- Remember, your company CAUSED this pain, so, anything with your company name is at risk of triggering more pain
- Arrange for something really personal or special; and, include a personal card
 - Gorgeous appreciation basket, flowers
 - Special wine or spirits gift
 - Gift certificate to your client's favourite restaurant

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