HOW TO NEGOTIATE WITH CUSTOMERS: Handling Unreasonable Demands

Presented by Drew Stevens
Customer Relationships
Consumers can easily find the lowest price and best reviews.

Negotiation is holding additional discussions with customers.
Common Negotiation

**MYTHS**

1. It’s about winning and losing.

2. It’s about getting the customer to say yes.

3. They are all about prices.
Mark seemed unreasonable until you heard his whole story.
UNREASONABLE DEMANDS

1. Really listen to the issue.
2. Use words that help you understand what and how.
3. Be aware of words that shut conversations down.

4. Get the customer to use specifics.
5. Avoid technical terms and bureaucratic statements.
Demanding Clients

Conflict-oriented people tend to be extroverts.

Bury the conflict by not challenging them.
Unreasonable Demands

Demanding Clients

- Respond to negative reviews without being defensive.
- Train representatives to show they are able to resolve the issue.
Don’t Jump to Conclusions

1. Bias

Understand the issue from the client’s perspective.
Don’t Jump TO CONCLUSIONS

2. Fact-checking

We assume we are right until digging deeper and checking the facts.
Don’t Jump TO CONCLUSIONS

3. Debrief.
4. Assumptions
Regain Control
Regain Control

Be professional to reduce hostility.

Ask direct questions.
Don’t act on previous behavior.

Gather customers’ responses.

Know that some customers will try to take advantage.
Sometimes conversations will get out of control.

Sometimes a pause in action is all you need.
Today, a bad experience can be told to the whole world.

Today, research takes seconds.

DO CUSTOMERS Have Too Much Information?
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Understand how much information the customer has.

Ask for the concession they are demanding.
Do Customers Have Too Much Information?

You never know what power your customers have.
Negotiate Across Cultures

Our counterparts might see things differently.
NEGOTIATE Across Cultures

Time

Sequential customer service negotiators

Simultaneous customer service negotiators
Negotiate Across Cultures

Space

Nonverbal communication
NEGOTIATE Across Cultures

Pushy vs. complacent
Negotiating With Important Customers

If you count on long-term customers, avoid win-lose situations.
NEGOTIATING
With Important Customers

1. Initial offer
2. Best offer
3. Worst offer
4. Talk to the hand
Review, revise, refresh, reconsider.

Document all issues.
Negotiating With Important Customers

Know what your company will give and take.
NEGOTIATING
With Important Customers

Get an agreement to one.

Climb the mountain,
then coast.
Negotiating
With Important Customers

Be difficult, then relent.
Don’t carry baggage.
Consider what to acknowledge, ignore, neutralize, or weaken.

GET WHAT YOU WANT
(And Make Opponents Feel They’ve Won)
GET WHAT YOU WANT
(And Make Opponents Feel They’ve Won)

Find out how badly they need what they’re after.
Give the other party a reason to say yes.

GET WHAT YOU WANT
(And Make Opponents Feel They’ve Won)
GET WHAT YOU WANT
(And Make Opponents Feel They’ve Won)
Ask permission to use first names.

Stay loose and relaxed.
Summary
Thank you for joining us today!