

## Participant Guide

### Session 7: How to Work With An Unhappy Customer

*Use this to engage more fully as you listen to this session. Pause the video. Answer these questions as the session unfolds. Dig in.*

1. Before you watch this session, how often do you imagine you will encounter an unhappy customer? Will this reality keep you from making the call? Explain.

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2. What is the benefit of just letting the customer talk and vent?

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3. What is the importance of making no commitments to the customer?

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4. What do you do if the error/fault/frustration was with your company?

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5. What do you do if the error/fault/frustration was with another party not at all related to you?

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6. What is the power of bonding and building rapport with the customer?

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7. What is meaningful to you about dealing with an unhappy customer?

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