



The Art of Saying No to Customers

A 60-minute Webinar

1. In what instances might you say no to a customer?

2. Before saying no, you may need to let the customer _____;
let them know you _____.

3. Pay attention to _____ and _____ clues.

4. Maintain _____.

5. Manage your _____ before responding.

6. If you find you are saying no to the same issues every day, consider a _____
of the policy or rule that is creating that issue.

7. Don't play the _____ game.

8. Be a _____.

9. Don't _____ the rules.

10. _____ if appropriate.

11. Say what _____.

12. Give them _____ when you can and offer the _____
_____ first.

13. _____.

14. _____ their emotions.

15. Show them you value them as a _____.

16. Remember that their issue is _____
even if you've already said no to the same issue twice today.

17. Don't always start with _____; sometimes it's best to start with a _____.
18. Remember Walt Whitman's statement to "_____."
19. If appropriate, you may want to ask, "what could we _____?"
20. When possible, _____.
21. How can you respond to create a _____ for the customer?
22. Don't forget about _____ responses or _____.
23. Be sure to watch your _____ whether in person, via email, or leaving a message by phone.
24. A "no" may be more acceptable if the customer knows you will try to _____.
25. Remember that when a customer has a problem they want resolved in a specific way, the _____ you use can either build up the relationship or tear it down.
26. Although you should always stay positive about your organization, try not to _____.
27. Andrew Newberg, M.D. and Mark Waldman have labeled _____ as the most dangerous word in the world.
28. The key is to be _____, _____, and _____.

IN WHAT WAY HAS THE WORD "NO" CREATED MORE PROBLEMS FOR YOU IN PAST CUSTOMER INTERACTIONS?

WHICH TIP(S) CAN YOU PUT TO USE IMMEDIATELY TO HELP YOU DEVELOP THE ART OF SAYING NO?
