



Management Tips from MyFlowerBuyer.com

Dealing with Customer Complaints

The customer is the key person in retailing. Everything in the store is directed toward making the customer's contact with the store more pleasant, and therefore more profitable.

Sometimes we have to deal with customers who aren't satisfied, and this can lead to complaints and conflicts. **The LEAR approach is one proven way to deal with irate people.**

L – Listening . . . the customer wants us to listen to their complaint.

E – Empathy . . . the customer wants us to empathize with them.

A – Asking questions . . . the customer wants us to ask them why they are upset.

R – Responding . . . the customer wants us to respond positively.

One of the first steps to successfully resolving a conflict is to move to a place (away from other customers) where both parties can calmly discuss the problem.

Ask "what" questions . . . "What can we do to bring you satisfaction?"

KEEP THE FOLLOWING IN MIND:

- **AIDA** (attention, interest, desire, action)
- **LEAR** (listening, empathy, asking questions, responding)
- Ask "what" questions.

WHY CUSTOMERS QUIT COMING

- 68% -- Indifferent attitude of employee
- 14% -- Product dissatisfaction
- 9% -- Competitive reasons
- 5% -- Other
- 3% -- Move away
- 1% -- Die

Retail floral associates are the store's unique selling point since most merchandise readily available in a wide variety of stores. Make sure they are focused on your vision and superior customer service.

Source: Customers Sales Management for Supermarket Floral Associates – FPMS, Inc.

Email: Porter@MyFlowerBuyer.com • Toll Free (877) 553-9917
(405)286-0369 • 1624 Tall Trees Way • Oklahoma City, OK 73131