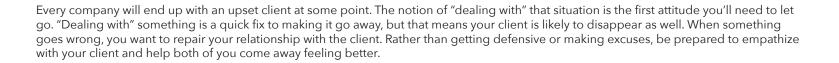


MAKE IT RIGHT.

HOW TO ADDRESS CLIENT CONCERNS







LISTEN

- Give the client your complete attention.
- Don't interrupt or be distracted by what you want to say next.
- Let them finish and don't interrupt to "correct" their opinion on the situation.





UNDERSTAND

- Remember that their perception may be different than yours.
- Know that it is important for the client to feel heard, even if you don't agree.
- Convey that you understand and repeat their concerns back to them.





EMPATHIZE

- Put yourself in the client's shoes and consider how they are feeling.
- Affirm that their feelings are reasonable and that you understand why they are upset.
- Reinforce that, as their event partner, you aren't satisfied unless they are.





APOLOGIZE

- Strive to remove the emotional burden and help to make them feel better.
- Express your regret and that you're aware of the impact that the situation has had on them and their event.
- Offer a clear and genuine apology for the situation.



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DO IT RIGHT. MAKE IT ROCK.

- Explain to the client you'll be happy to look into the issue.
- If applicable, include the site lead in the discussion
- Determine a solution for the issue
- Follow-up with the client to thank them for their candor / feedback and present proactive solutions to be applied in the future to avoid a repeat of the issue.