



# RTHAV



# MAKE IT RIGHT.

## HOW TO ADDRESS CLIENT CONCERNS

Every company will end up with an upset client at some point. The notion of “dealing with” that situation is the first attitude you’ll need to let go. “Dealing with” something is a quick fix to making it go away, but that means your client is likely to disappear as well. When something goes wrong, you want to repair your relationship with the client. Rather than getting defensive or making excuses, be prepared to empathize with your client and help both of you come away feeling better.



### 1

## 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.



### 2

## 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.



### 3

## 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.



### 4

## 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.



### 5

## 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.