

 **“Say This Instead” Team Exercise** 
Connect With Your Caller To Create A Million Dollar Experience

The phone sets the tone for a first and lasting impression. The phones are the most important tool in a service business.

Below is a list of typical calls that come into your office. Use the chart below to role-play with your team. Start by reading the scenario. Then select a team member to say the “Don’t Say This...” phrase in a negative tone. Next, have the same employee say the “Instead, Say This...” phrase in a tone that creates a million dollar client experience. Finally, discuss the differences and impacts of each column.

Situation	Don’t Say This...	Instead, Say This...
A new call comes into your business; an employee answers the call . . .	<ul style="list-style-type: none"> • “(Company name), can I help you?” 	“Good morning, thank you for calling (your company), (name speaking), how can I help you?”
A frustrated client is calling because they have not heard back regarding the status of their order placed over a week ago.	<ul style="list-style-type: none"> • “We’ve been busy . . .” • “I haven’t heard back from my supplier . . .” • “I know you are frustrated but . . .” 	Two answers: “I am sorry for the delay. Let me see what is going on so I can get you a status update. Can I call you back in a few minutes?” (Even if you don’t have an answer, call them back and let them know.)
A client calls about the status of a service request. You must put the client on hold, to talk to the technician to check status.	<ul style="list-style-type: none"> • “Hold on a second.” • “Give me a minute.” • “Please hold.” 	“Client name, I’d like to research that request. May I put you on hold for a minute, or would you prefer that I call you back?”
You did not hear the last few words of a client’s request.	<ul style="list-style-type: none"> • “What did you say?” • “You want me to do what?” 	“I’m sorry, client name, I missed hearing that last request. Would you please repeat it?”
A client is asking you to implement a new technology you’ve never worked on before.	<ul style="list-style-type: none"> • “It’s not something we do.” • “I don’t know if we can do it.” • “I’m not sure . . .” 	“We haven’t worked on this yet, but I want to help you. Let me do some research and I’ll get back to you with a plan and suggestions.”