

The background of the slide is a photograph of a business meeting. Two people are seated at a wooden table. One person, wearing a grey blazer, is holding a pen and looking at a document. The other person, wearing a tan jacket, is also holding a pen and looking towards the first person. On the table, there is a laptop displaying a dashboard with various charts and graphs, a black coffee cup, and some papers. A large teal overlay covers the left and bottom portions of the image. The text 'NEW BUSINESS ENGLISH 6' is written in a bold, dark blue font on the teal background. The text 'Lesson 38' is written in a teal font on a dark blue background at the bottom right. The text 'Dealing With Demanding Customers' is written in a teal font on the same dark blue background at the bottom right. There are small white dots in the top left and bottom right corners of the teal overlay.

# NEW BUSINESS ENGLISH 6

## Lesson 38

Dealing With Demanding Customers

# LEARNING **GOAL**

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- ◆ Dealing With Demanding Customers



# Warm-up

- ◆ How often do you meet demanding customers?
- ◆ How would you deal with a difficult customer?





A woman with long dark hair and glasses, wearing a purple top, is smiling and looking towards a man. The man has dark hair and is wearing a maroon sweater over a white collared shirt. They are in an office environment with large windows in the background and a plant on the left. A semi-transparent dark grey box with white text is overlaid on the bottom half of the image.

**Joe purchased a set of cosmetics from Tracer only one week ago. However, she found out that the price of this set dropped by as much as 50%. So, she calls Tracer to request a sales return.**

# Situational Dialogue

Listen to the audio.

**Tracer:** Good day! How may I help you?

**Joe:** Hi! I'm calling to raise a concern. I was searching the website only to find a special discount on the set of cosmetics, exactly the same product I bought last week. Would it be possible to return the product?

**Tracer:** I'm sorry. This is against our company policy.

Returns are only **endorsed** if the products were in bad condition.

**Joe:** But if I don't get the new price, I don't want to keep it.

**Tracer:** I'll come right out and say that's not going to work as per the policy, but I can apply for a **price match** and refund the **difference** only.

**Joe:** That sounds fair.

## Role-play

Do a role play and answer the questions.

**Tracer:** Good day! How may I help you?

**Joe:** Hi! I'm calling to raise a concern. I was searching the website only to find a special discount on the set of cosmetics, exactly the same product I bought last week. Would it be possible to return the product?

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**Joe:** That sounds fair.

## ∴ Dealing With Demanding Customers



**Apologize**

**1**



**Give  
reasons**

**2**



**Show  
empathy**

**3**



**Offer  
alternatives**

**4**

## ⋮ Dealing With Demanding Customers



### Apologize

*I am so sorry for what has happened.  
I'm sorry but I have to draw a line here.*



### Give reasons

*This is against our company policy.  
That's not going to work as per the policy of the company.*



### Show empathy

*I understand that you are totally frustrated now.  
Things are tough and I understand how this is hard for you.*



### Offer alternatives

*What about requesting a new set of items?  
I can help with that. Would you like to have this instead?*



1. How do you usually say “No” to a demand made by a customer?
2. How would you handle multiple demanding customers?



# Oral Practice

## Scenario:

A rude customer is demanding a refund for an item he broke. Explain that your company is unable to provide a refund as per the policy. Use the steps learned in dealing with the demanding customer.



## ∴ Dealing with Demanding Customers:

1. *Apologize*
2. *Give reasons*
3. *Show empathy*
4. *Offer alternatives*

## ∴ Six Elements of Listening to Customers Effectively



Pay attention



Be empathetic



Be open-minded



Ask questions



Summarize



Share



1. *Do you usually use these six elements when listening to your customers?*
2. *What would you do to listen to your customers more effectively?*

# Overview

## Keywords and expressions:

*endorse/ price match/ difference*

## ***Dealing with Demanding Customers:***

- 1. Apologize - I am so sorry for what has happened.***
- 2. Give Reasons - This is against our company policy.***
- 3. Show Empathy - I understand that you are totally frustrated now.***
- 4. Offer Alternatives - What about requesting a new set of items?***

*Made by Tessa  
Proofread by Zach*

