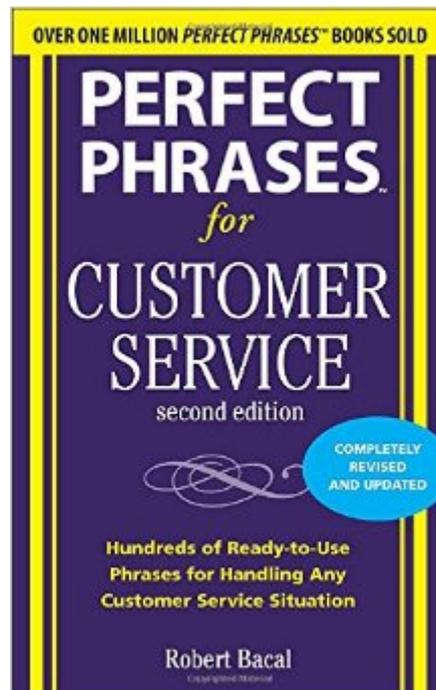


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# Perfect Phrases For Customer Service, Second Edition (Perfect Phrases Series)



## Synopsis

THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME You've heard it a million times: "The customer is always right." But let's face it--sometimes the customer is misinformed, confused, or downright difficult. The ability to handle such customers is what separates the serious professional from the average employee. *Perfect Phrases for Customer Service*, second edition, provides the language you need for everyday customer service situations--and includes simple, effective techniques that can help you meet even the most demanding customer needs. Master the most effective words and phrases for: Defusing bad situations before they get worse Handling complaints patiently and professionally Satisfying customers and increasing sales Building long-term relationships with important customers

## Book Information

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## Customer Reviews

I work in retail and I deal with upset and stressed out customers on a nearly daily basis. This book is a lifesaver. It gives to the point advice about how to deal with a wide variety of possible problems that come up in customer interactions and help you take control over the situation. The title really doesn't do it justice. It doesn't speak to the breadth of information the book contains. I highly recommend it and for under \$10 it will repay you in a less stressful work environment.

Bought this for my son-in-law when he started his new job. The book was excellent-- it brought up many situations that you hope never to encounter. My daughter who works with the public all the

time enjoyed it also. What it does is prime your brain with some ideas on how to handle difficult situations, so that thinking on your feet is easier.

I found this book to be more than I expected. The author says this is the most boring book on customer service but the content and examples are short and to the point. I appreciate the way the customer service techniques are shown with explanations as well as referenced in the specific examples. One of my concerns was that the author would try to give quotes on what to say in any situation. That did not happen. Instead the author gave the reader tools to use and examples of how those tools can be used. Very Helpful.

As a Hotel GM, I reference this book regularly to train and guide my employees when dealing with difficult guests. Not a book one would read cover to cover, but a reference to find practical key phrases and helpful words to use in customer service challenges.

One of the biggest challenges for most employees who are working for someone else is that they do not know what to say when certain situations present themselves. I like the way Perfect Phrases helps with that situation so an employee will have some rebuttal to a guest who is not knowledgeable or misinformed about a product or service. Many employees are afraid to make a statement that might put them in a position where they have an aggravated guest who might complain thus putting the employees job on the line, or they are simply not aware of what their options might be. So, here you go. Here are some options for you employee and manager to help you say the right thing. This book was better than I expected although with many years of experience I could anticipate some of the recommendations, but not all. James L. Poling, author of *The Waiter's Tips*, a customer service book relating to the food and beverage industry.

This book tackles some of the most difficult conversations and presents a ready reference for ways to speak to each other (internal customers) in organizations, or to external customers. A wonderful way to have a universal way of communicating in organizations to create an image of Excellence and service orientation with others. I left the reading of this book better able to communicate and coach others to communicate in business. Cathy Dixon-Kheir

Perfect Phrases for Customer Service left me somewhat disappointed. It is a good book with sound advice and techniques, but it somehow feels not updated to address particular areas of customer

service in the 21st century. Like I said, sound advice | but, I have heard it before. For example, there are an endless number of books regarding the topic of dealing with irate customers. You really have to differentiate yourself from all the others on the market to make a sale • buy the book. Well, I took the chance and ordered the book. I was about a third of the way through and found myself day dreaming, reading the same paragraph over and over again and not understanding what I was reading because I had tuned out. I don't like writing a negative review. I usually just keep my opinions to myself. In this case I wanted to let others know, if you're a seasoned customer service professional you are going to be familiar with the contents of this book. If you're just starting to taking the customer service path then you may find this book invaluable. I am rating this three stars because there is nothing really wrong with the book, but there is nothing in it you won't have heard or read already. As I always say, this is just one person's opinion and your mileage may vary. But if I can convey one piece of advice | that is to do your research thoroughly about which customer service book will meet your needs.

I gave it to my Guest Services Manager and she is using it to train her staff at the Hotel to know how to handle tough situations. Very well written to where you can pick the scenarios that match your situation and just learn the right approach.

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