

LISTENING DEEPLY



Quiz

COMPLAINTS & OBJECTIONS

complaints & objections

If the invitation to participate in a listening session mentioned the organization that it's conducting the research, a person may arrive with frustration, confusion, anger, either about **the solution** or **your organization**. The person will probably show it during the course of the session.

What are the techniques to handle this situation?

Answers will show after each question.

complaints & objections

What are some types of complaints or objections?

complaints & objections

They may be about



- policies or rules
- prices
- perks
- people (stakeholders, sales reps, executives)
- design
- functionality
- quality

or a change in
any of these

complaints & objections

What three things can you do in response?

3 steps in response to complaints

Connect the complaint to their purpose

Help them feel understood

Demonstrate that you are truly interested in what they want to tell you



Do not take it personally. You **are** a representative of the organization.

complaints & objections

Can you ignore their complaints and continue with the session? Why?

don't ignore complaints

If someone complaining does not feel understood, they will continue complaining ...

Often more forcefully until they do feel understood.

Then they can move on to describing their approach to the purpose.

complaints & objections

And, what happens if they continue to complain?

the person might not realize you are listening

Or, it may be such a rare phenomenon for them that they don't know how to respond to you.

Yet, if you try all your techniques and sense that you are not going to get **interior cognition:**

1. End the listening session politely.
2. Send them the thank-you gift.
3. Do not use the recording if there is no interior cognition there.

complaints & objections

But, they are complaining about a misapplication of the solution, and honestly, their complaints seem absurd!

What can you do?

do **NOT** offer tips, advice, or explanations

that signals to the person that **you are judging** them

