

ONE
OCEAN NETWORK EXPRESS

Becoming My Best as Key Account

TACK
TMI
a GI GROUP brand

MDI
Partner in New Normal



MODUL 4

Handling Objection & Complaint Effectively Online & Offline



Objection is not Rejection,
After delivering **Benefits** there will be
possibility that there will be **Objections**
from our potential customers

What kind of objections that you often receive and how you handle them?

Objections	Responds

3 Types of Objection

Information seeking

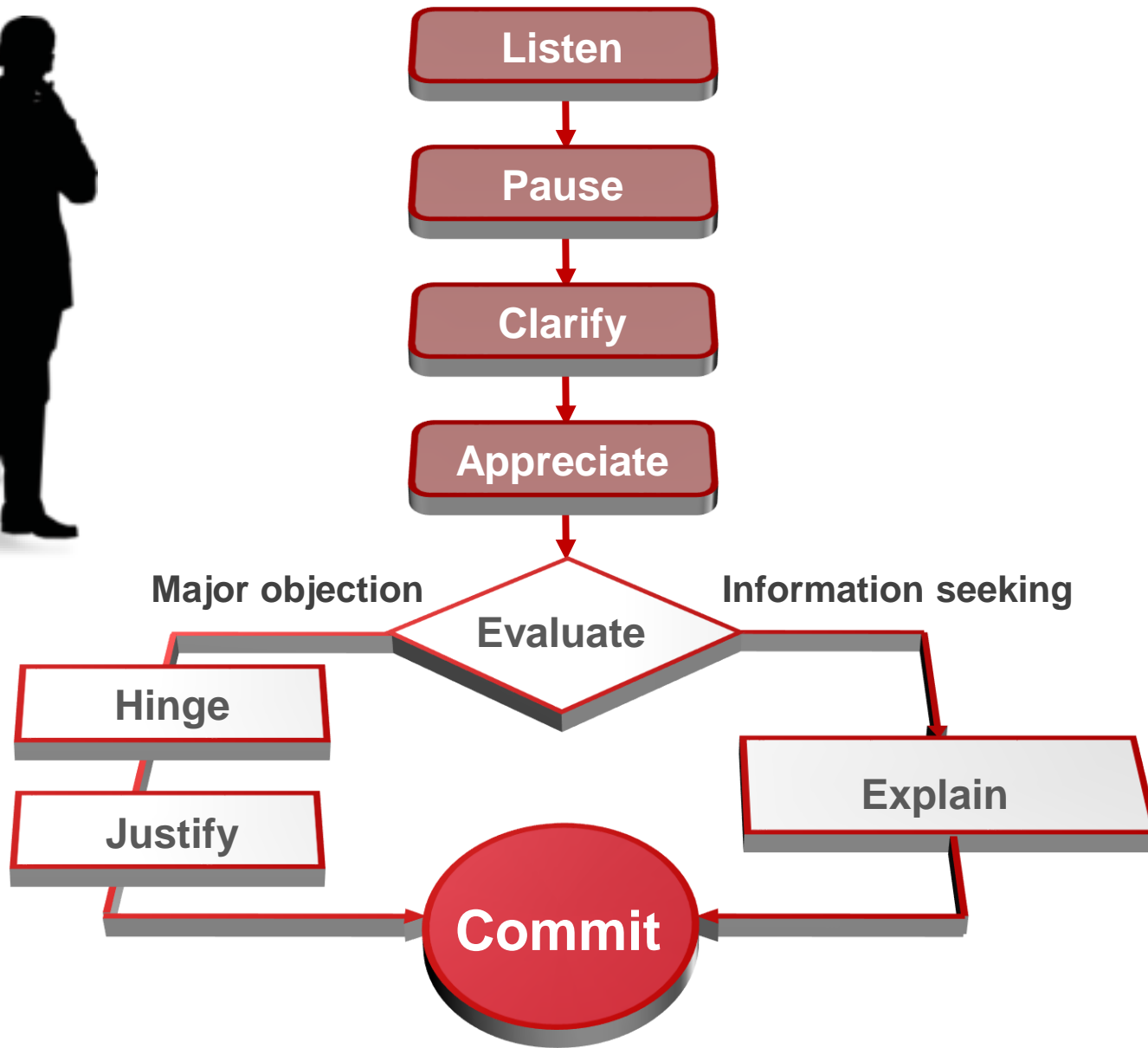
Major objection

Artificial

“I am not satisfied with the offering you gave, it’s a no from me”
(information seeking)

“Sorry, we can not work with your company. I appreciate that you try to reach us again, but we are still upset regarding misinformation of the delay last month.”
(major objection)

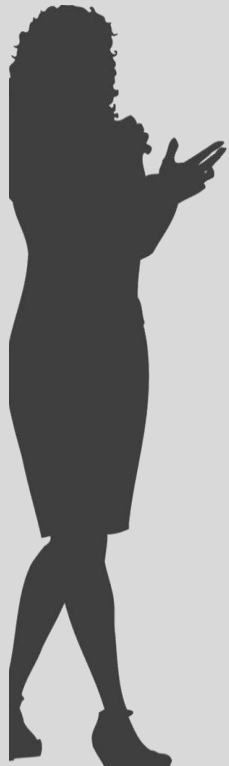
“We do not impressed with your presentation. Something is missing. I am not sure about it.”
(artificial)

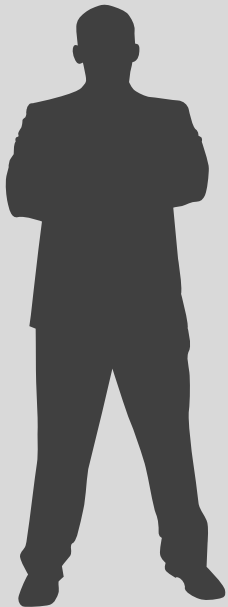




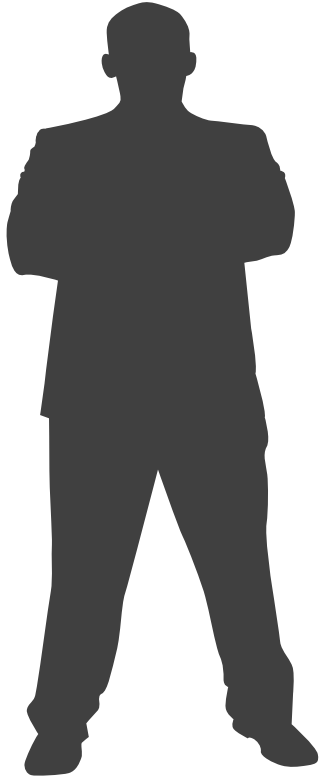
I am afraid that we can't work with ONE anymore.

“Our business depends on delivery time, of course you still remember that your delivery was super late to our clients last time and we do not have early warning about it. I have also heard about ONE's slow responds towards questions related to space availability checking”





“ Sally, I truly understand your concern. We apologized for that one time. You are right – Delivery time and updated information regarding to it is a crucial thing. And also, there is no doubt that space availability information is highly important to your company. ”



(Hinge)

But, Sally...

(Justify)

...these days we have settled the problem regarding to those issues. We can guarantee you, that you will keep updated regarding your product position to avoid further risk and cost if there should be unavoidable delay in the future. Here.. Look at our delivery information system that has been improved a lot.

Moreover, there will be 1 person in charge that will be dedicated for your company. It will give your company guarantee that we will respond to you 24 hours a day and your company will be prioritized to get the best available space.

How does it sound for you?



- Winning new customer will take us **10X cost, compared to** the cost of maintaining existing customer



- How many customers that have been missing and no longer stay in touch with us?



Customer who are not satisfy with us will be a threat for our sales

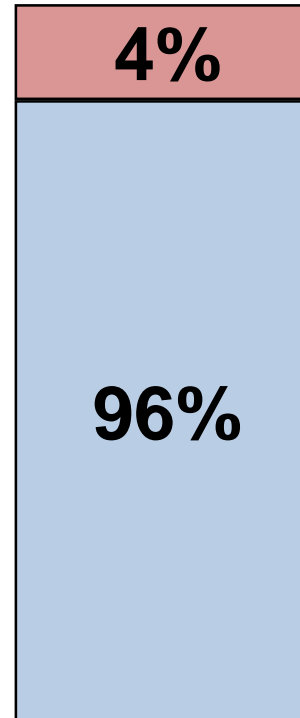


They will:

- work with our competitors
- tell others about why they do not feel satisfy with our service anymore
- creat a bad reputation for our company

Why we often not aware with our customer's dissatisfaction

Dissatisfied customers



Communicate their complaint

Do not communicate their complaint

Why people do not communicate their complaint?



- Lack of time
- They have too many problems already
- They are afraid the company will blame them back
- They do not know who to speak to
- They do not want to be questioned by the company
- They feel that the company will not listen to them
- They are worried that the company might be against them
- “Why bother? The company does not seem to do anything about it anyway”

Customer who is satisfied:

- will come back
- will be our brand ambassador
- will help us gain more customer
- will be more tolerant
- will more likely to try our new product/service
- will make our employee satisfied with their performance

***Customer's satisfaction
is highly critical***



The company's reaction towards the first stage of complaint is crucial, therefore, don't



- Apologize without sincerity
- Say “there is nothing I can do for you”
- Avoid the responsibility (you might want to call xxx)
- Make excuses
- Interrogate the customer as if it was their fault
- Say that it is indeed their fault







T.A.A.P

- 1 say “**T**HANK YOU”
- 2 Let them know you “**A**PPRECIATE” what they have been said to you
- 3 “**A**POLOGISE”
- 4 “**P**PROMISE” them to do your best to assist them

Terima kasih sudah memberitahu Saya mengenai hal ini, Kami mohon maaf atas ketidaknyamanan yang Bpk/Ibu rasakan, izinkan Saya membantu Bpk/Ibu....

Before & After ROLEPLAY



Email structure

Opening

Objective

The Body

Closing



What is your company's standard?

- What is *style* and font size that has to be used (corporate/brand guidelines)?
- Is there any standard to give greetings?
- What has to be displayed at the end of email (standard signatory, brochure, etc)?
- Is there any rule or regulation on how to reply the email (the average speed to respond, how if you are not in the office/on holiday)



Laid back

Analytical



Reserved

Driver



Dominant

Amiable



Expressive



Open

Active constructions

Active



Subject

Verb

Object

Doer

What is being
done

The thing to which
something is done

John

typed

The email.

Passive constructions

Passive



Object

Verb

Subject

The thing to
which something
is done

What is being
done

Doer

The email

was typed

by John.

Three key relationship building tips for email

1. **Start slowly.** Now's not the time to get deep and personal. Begin with easy things, like "How's your day going," or, "Looks like you're getting great weather – hope you get out and enjoy it this weekend!"
2. **Practice active reading.** As you engage, you'll get valuable information and hints about the person. Note important things so you can refer back to them later. Remarking on things like a big win for the person's team, asking about their child's recital, or asking if they've gotten over that cold can really build relationships.
3. **Be clear and concise.** The point of your email is to a) accomplish work, and b) build a relationship. Don't bog down your emails with excessive detail, or you'll lose your audience!

Go build some relationships!

Four professional ways to close an email

1. Looking forward to ...e.g. *Looking forward to seeing you at the September 22 web writing course.*
2. Thank you for ... e.g. *Thank you for letting me know when you're available.*
3. Please contact me if you ... e.g. *Please contact me if you have any questions - but if you use it, you should make it very specific: *Please contact me to discuss training plans for next year* or *Please contact me so we can review the draft you sent.**
4. **Sincerely, All the best, Regards ...** Any one of these closings is fine.

Don't obsess about which closing to use.

The five rules for forwarding emails

1. Don't forward anything without editing out all the forwarding >>>>, other email addresses, headers and commentary from all the other forwarders.
2. If you cannot take the time to write a personal comment at the top of your forwarded email to the person you are sending to – then you shouldn't forward it at all.
3. Think carefully about if what you are forwarding will be of value (accurate information), appreciated (something the recipient needs) or humorous (do they have the same sense of humour as you do?).



The five rules for forwarding emails

4. Don't forward chain mails – you will NOT break the chain if you do not do so!
5. If you must forward to more than one person, put your email address in the TO: field and all the others you are sending to in the BCC: field to protect their email address from being published to those they do not know.

