



# How to Complain

## A Fair Approach





# Introduction

- We should be aware that when we complain we are expressing our dissatisfaction about a service, product or behavior.
- And it is important to avoid mixing up private emotions and point-of-views and keeping up focus and balance.





# Unfair Approach

- Unfortunately, many people mix up emotions, stress and other problems that are not part of the real problem.
- Such negative approach jeopardizes in many ways any reasonable solution or agreement.





# A Negative Complaint Main Outcomes

- Lack of interest from the suppliers.
- Problems and lack of compromise in future negotiations.
- The building of a bad reputation (for both sides).
- High level of stress.
- Unhappy people.
- Felling of mistrust.





# Effective Complaining

## Frame your Argument

- At first, don't attack, explain.
- There may have been an honest mistake or misunderstanding.
- Don't put the other part on the defensive position prematurely.





# Effective Complaining

## Propose a Resolution

- It helps the seller resolve your problem if they understand what they might do to satisfy you.
- For example, do you want a defective product fixed or do you want your money back?





# Effective Complaining

## Show Respect

- Chances are that the other part is honestly trying to help you.
- Convey trust and you're more likely get a quick resolution and build an enduring relationship.





# Effective Complaining

## Keep your Cool

- If you don't, the other part may reasonably decide to hang up on you, or at least will be less inclined to help you.





# Effective Complaining

## Escalate if Necessary

- There is only so much that most salespeople are authorized to do.
- If a seller's front-line representative cannot give you satisfaction, go over the representative's head.





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