

# How to Draw Out Your Customer's Needs

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Engage with an upset customer as soon as possible.

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"You seem upset. Are you frustrated with the painting instructions?"

3

Starting a conversation with an upset customer requires courage! First, put your own feelings aside. Identify and validate the emotions that are displayed with a neutral and curious tone. Try to be specific about what may have caused her emotion.



4

"Yes! I just don't get it! I really don't think I have a creative bone in my body!"

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When the customer shares her feelings, listen and put yourself in their shoes. Express how you can relate. Then offer to guide her through a solution.

6

"I think I can relate to how you feel. When I was learning how to paint in college, I didn't get it either and it caused me a ton of frustration. I walked out of my class several times! But I figured out a way to train my hand-eye coordination with practice exercises. Can I walk you through the process?"

**BROOK'S**  
**art**  
**STUDIO**

7

Once the customer seems reassured and believes that you can truly relate to how she feels, provide the tools that will ensure success and satisfaction.

8

“Let me show you how to use this practice exercise, then I’ll have you try it.”

11

“Oh, I get it now!” Thank you so much for helping me!”

9

Watch her use the tools, give her positive feedback and gentle correction, if needed.

10

“You’ve got this!”



**Communicating empathy...** will help customers believe that their feelings are valid and that you care. When you relate to an upset customer with your own story, they will be able to trust you and listen to a solution to their problem. Provide the customer with the tools they need and guide them through the process until they experience success.