



Start With the End in Mind: Positive Communication With Shoppers

Part 2 VILT

Agenda

- Intro
- Effective Communication Strategies
- De-escalating Tense Situations
- Building Positive relationships
- Wrap Up Game-Q&A- Closing



Ground Rules

- Please silent phones
- Please do not take calls
- Please engage in activities
- Okay to eat/drink, but be respectful
- Please stay muted unless you are sharing
- Please leave cameras open



eLearning Review

- Explain customers goals
- List ways they may become angry
- Apply strategies to stay calm



Learning Objectives

- **Demonstrate** effective, empathetic communication
- **Indicate** best de-escalating techniques to pivot the situation and mitigate anger
- **Give examples** of positive ways to build strong relationships

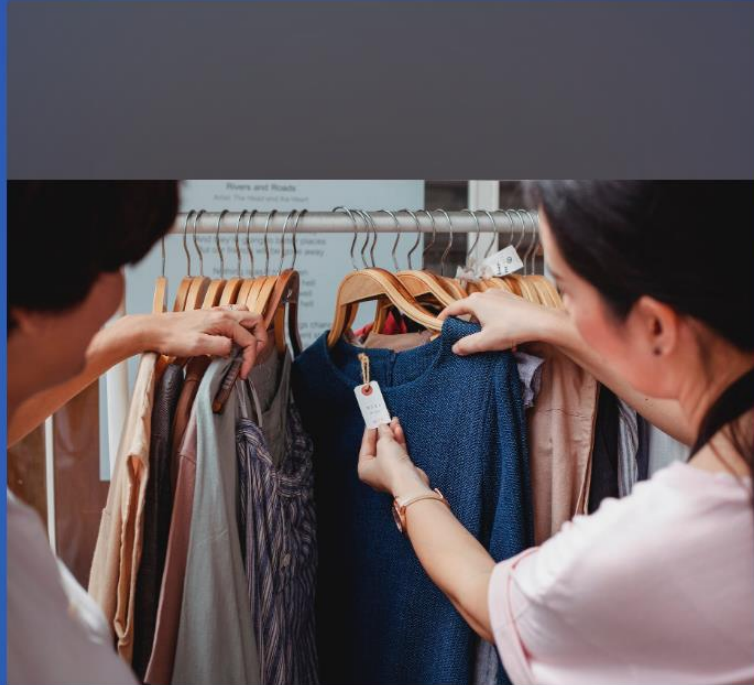


Slido Poll



Join at
slido.com
#3266 712

☁ Active poll



What makes you angry or frustrated when you are shopping?

After introducing activity switch to Slido “present” screen via Share Screen to share word cloud. This code and image are a placeholder.

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Effective Communication Strategies with Customers

Active Listening:
The act of truly listening to not only the words, but the emotion, perspective, and needs of another person.



Effective Communication Strategies with Customers

Why is this important?

- Trust
- Diffuses tension
- Leads to solutions



Effective Communication Strategies with Customers

Techniques to Being an Active Listener

- Full Attention
- No Interrupting
- No Judgement
- Verbal/Non-Verbal Cues
- Recognize Concern
- Show Empathy
- Focus On Needs
- Ask to Clarify

Video & Breakout Room Chat

Watch the video and observe the conversation for active listening.

Discuss the video with a partner in breakout rooms.

What was done well? What could have been improved?



Empathy

The ability to understand and relate to the feelings of another.



Writing Reflection

Read the scenarios in
your Job Aid

Write a reflection about them:
was the Associate empathetic?

How could it have been
handled better?

After introducing activity learners will
read and write reflections to share.

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De-escalating Tense Situations

Listening and Offering Solutions

- Improves their experience
- Makes shoppers feel important
- Leads to more sales





De-escalating Tense Situations

Solutions and Options

- Actively Listen

- Stay Calm

- Apologize

- Be Flexible

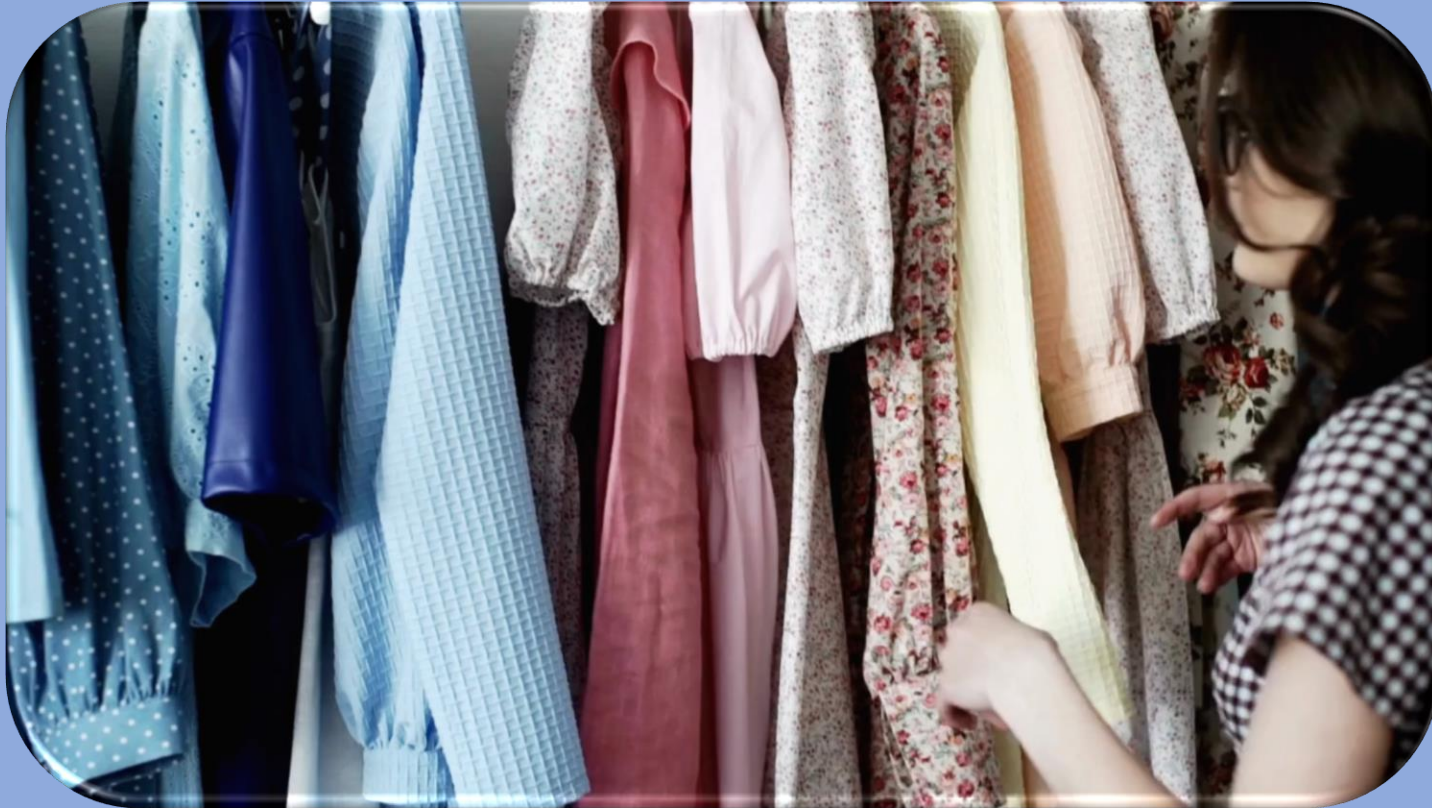
- Ask for Input

- Work Together

- Provide Compensation

- Smile and Stay Positive

Video Analysis



After learners watch the video share a whiteboard screen to collaboratively add sticky notes to reflect on what they saw

Video Analysis, con't

Done Well?

Needed Improvement?

Learners can drop comment in the chat as these prompts come up to reflect on video

Deescalating Heated Situations

Call the Supervisor?

- Customer Request

- Policy Exception

- Insistence

- Raised Voices

- Threatening Language

- Anything Physical

Call The Supervisor?



Spin It

This is a screen shot of the wordwall spinner that can be shared via shared screen in Zoom.

Call The Supervisor?

Share

Share

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Building Positive Relationships

- Actively Listen

- Smile

- Make Eye Contact

- Be Mindful of Your Tone

- Compliment and Praise

- Use Positive Language

- Maintain Balance

- Respect Differences

- Focus on Solutions

- Be Gracious

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Family Feud

1. How can we demonstrate active listening?

2. Name key techniques for de-escalating an angry shopper?

3. What is something positive you can say to a shopper?

After introducing activity and assigning a prompt to each team, they will move to breakout rooms for 1 min to come up with their responses. One team member will jot them down and present them as producer types them onto the

Let's Review

Great work today! Thank you!



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Thank You for Joining Us!