

U S A Method for Saying 'No' Practice

The U S A Method is an effective way to politely yet firmly say 'no' to your customer.

I have an example outside your industry that I want you to review. Then, on page two, I want you to apply U S A to a situation you regularly encounter.

Understanding **S**atement

Let the customer know you understand what they're asking and relate to their pain point.

"As a loyal customer, I know it's frustrating to learn we don't match lower prices on our website."

Explain the **S**ituation

Diplomatically and tactfully explain why you can't give the customer what they want.

"While some brick & mortar stores offer price adjustments, we, as an online retailer, do not. I can't override our corporate policy, and no one up the chain will tell you differently."

The **A**ction you'll take.

It's easier for customers to accept your 'no' when you give them options. Tell customers what happens next, should they not be happy with your final word.

"I have an option for you that you're not going to like, but it is an option. You can repurchase the Triad Doorbell today at the Cyber Monday price and return your original Doorbell."

U S A Method Practice

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