

De-escalation Academy Priming Worksheet

When you present positive primers to your customers, you increase the chance of them accepting your word as final. In this lesson, I shared an example from one of my utility clients. In response to the reality that new tenants can't move in until a water meter debt is paid, the agent could say:

"The debt is attached to the meter. Regardless of who accrued the debt, ABC Utility won't turn on water until the bill is paid."

But this approach will get push back and be challenging to manage.

To minimize pushback, I gave my client positive primers. I've **bolded** the priming words.

*"As a **solution**, I have two **suggestions**. First, you need to **talk to your landlord**. Tell them there's a debt on the meter and that you can't turn on the water. See if they'll work something out for you. The second **option** and I'd do this **immediately**, look carefully at your lease to see if any clause **protects you** in this situation."*

Priming Practice

Identify a challenging situation that frequently happens with your customers. Use the space below for scripting out a response to this challenging conversation. Intentionally use priming words to direct your client toward a positive outcome and accept your word as final. (Tip: You can type right on this sheet.)