

YOUR GUIDE TO SURVIVING

NEGATIVE FEEDBACK

CONTENTS

03. UNHAPPY CUSTOMER VS. TROLL

Haters gonna hate. Trolls gonna troll.

04. WHY NEGATIVE COMMENTS ARE GOOD

Trust us, you should be thankful for negative feedback.

05. 3 COMMON ERRORS TO AVOID

Don't fall victim to 3 disastrous reactions...

06. GET YOUR CUSTOMERS A LATTE

A simple formula to turn bad feedback around.



UNHAPPY CUSTOMER VS. TROLL

NOT ALL NEGATIVE FEEDBACK IS EQUAL

There's absolutely no reason to accept someone using your Facebook page, YouTube channel or website for trolling.

The difference between a troll message and a message from an unhappy customer is that the troll message has no substance. It's simply there to upset you and discredit your business. It exists for the sole purpose to get under your skin and elicit a response.

WHERE TO DRAW THE LINE

Would you accept someone entering your house and insulting you without any reason?

No!

Same holds for internet trolling and insults. There is no reason to try to understand or interact with these people. Never feed the trolls. Delete the comment and move on.

One fair warning: don't delete comments unless you're 100% certain it comes from a troll. As you'll soon discover, deleting "real" feedback can cause a lot of trouble...



WHY NEGATIVE COMMENTS ARE GOOD

Studies have shown that a business typically only hears from 4% of unsatisfied customers. That means that the vast majority of your unhappy customers will never tell you about it but simply move on and never buy from you again.

That's why you should be thankful for negative feedback. It gives you an opportunity to improve.

A customer who leaves you negative feedback is someone who is so disappointed that they take the time out of their busy schedule to let you know about it. These aren't people who don't really care about you or your business. These are people who had high expectations that weren't met.

3 COMMON ERRORS TO AVOID

When we read something negative about ourselves or our business, our first reaction is anger. Quickly followed by a defense mechanism that wants to explain all the reasons why the customer is dead wrong. All of the above can lead to one of the following 3 disastrous reactions...



REACTION 1: DELETE THE NEGATIVE FEEDBACK

When a customer is unsatisfied and leaves a negative review, what they are really looking for is recognition of their problem... Deleting the feedback is just about the worst reaction to the situation.



REACTION 2: INSULT YOUR CUSTOMER

Ignoring your customer is the worst thing you can do. The second worst is to...tell your customer to go f*** themselves. No matter how bad or unfair the review is, it's never a reason to insult your customers. Period!



REACTION 3: USE CANNED RESPONSES

Are you using automatic answers on social media? Watch out...Your bot might cause your business more harm than good. If your customer has the feeling you simply copy pasted a canned response he will feel ignored (and rightfully so) which can add gasoline to the fire of the whole situation.

GIVE YOUR CUSTOMER A LATTE

L-A-T-T-E

is the acronym Starbucks uses to teach their baristas how to handle an unhappy customer.

It stands for:

Listen to your customer's complaint

Acknowledge the problem

Thank the customer for communicating and letting you know about it

Treat the problem

Explain how you'll treat the problem

The right reaction to a negative feedback or a problem can not only turn the situation around, but handled correctly an unhappy customer can become a repeat customer, a fan and a brand advocate who tells all his friends about how amazing your customer service is.

**EVERY
NEGATIVE
COMMENT IS
A CHANCE
TO CREATE A
RAVING FAN**

Reacting properly to negative feedback is important, but you should also pro-actively ask for testimonials from happy customers!

Sign up for our free ecourse: ***How to Harvest the power of Testimonials to Boost Conversions***