



EMPATHY STATEMENTS

FOR SALES AND SERVICE

WHEN SELLING

"Thank you for choosing us."

"What can I do to make your experience with us even better?"

"You might also find ___ helpful."

"You've been with [Company] for [# of years]. That's a long time, we appreciate you!"

"That's a great choice!"

"I can definitely help you with that!"

"Your business means a lot to us"

WHEN RESOLVING A CUSTOMER ISSUE

"I wish I could. Here's what I can do..."

"I really appreciate your patience."

"If I'm understanding you correctly ... [restate the customer need/concern]"

"That would frustrate me too."

"I want to help here. Do you mind if I ask you a few more questions?"

"Here's what I'm going to do in order to get this worked out for you..."

"I'll look forward to seeing you again."

"I appreciate you sharing your concerns with me."