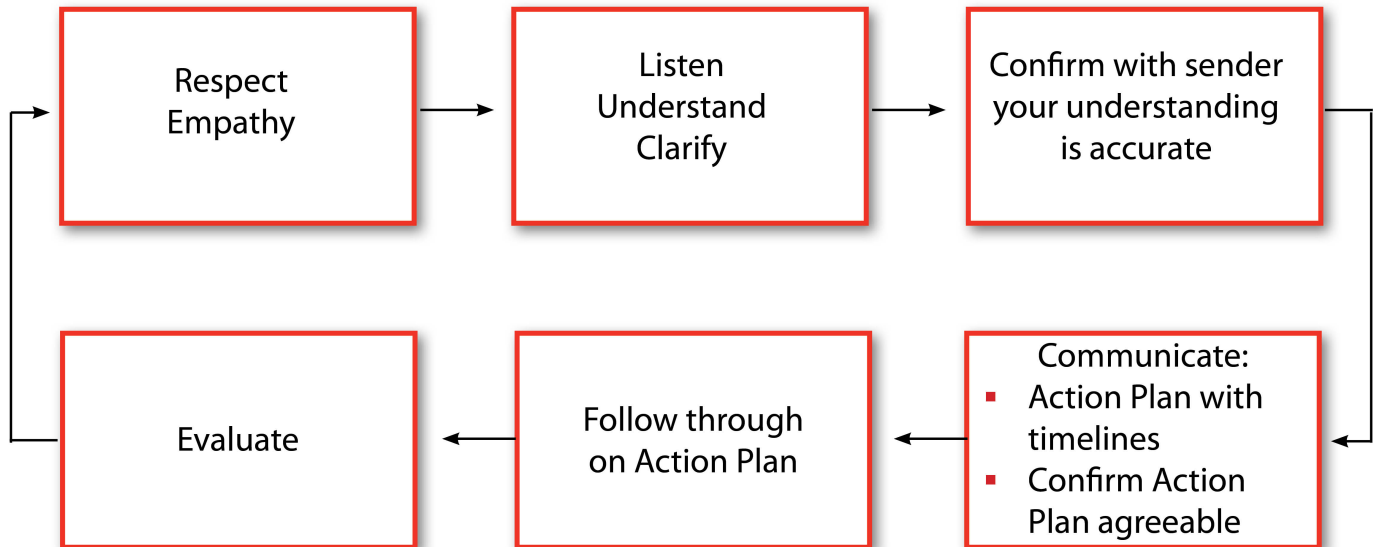


## Conflict Resolution Process



| DO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | DON'T                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>DO anticipate and prepare for objections.</li> <li>DO use acknowledgment, empathy. Be confident.</li> <li>DO treat objections as a need for more information on your and your client's part to ask questions to clarify.</li> <li>DO remain positive and confident. Begin with acknowledgment and a question. Give a second effort.</li> <li>DO listen and clarify the objection. Drill down with your questions to get to the root of the objection.</li> <li>DO acknowledge and ask open-ended questions.</li> <li>DO check by asking for feedback to learn how well your response satisfied the client's concern.</li> </ul> | <ul style="list-style-type: none"> <li>DON'T be caught unprepared.</li> <li>DON'T be defensive or arrogant.</li> <li>DON'T contradict the client either directly, i.e., "No you don't" or indirectly "But we have..."</li> <li>DON'T begin sentences with BUT - "but" introduces a statement in which you contradict and erases the acknowledgement.</li> <li>DON'T become frustrated or accept the first rejection.</li> <li>DON'T ignore the client's objection and push your agenda.</li> <li>DON'T assume that you have satisfied the objection.</li> </ul> |