

IT'S YOUR CALL

SAMs: handling demanding calls



2012

National SAM Innovation Project

Effective Communication

- Start with the basics: **Validation**

Validation is way of connecting emotionally with the caller. A way to demonstrate that you hear, understand and care.



Effective Communication

Yes, Yes, Yes

Tell the caller what you CAN do...avoid explaining what and why you can't do something. Stick to what you can do. For example, if the caller demands to talk to the principal right now, and you know that is not possible, tell the caller what you CAN do. *"I can have the principal call you at 3:15 today."*



Support Staff Template

- Validate: ***“I’m sorry. I know my principal will be very concerned.”***
- Look at the TimeTrack calendar, when is the principal free: ***“I can schedule time with the principal at 3:00 PM.”***
- Look at the First Responder Sheet, who should try to deal with this first? ***“The principal would not want you to wait. Mrs. Stevens can help you right now.”***
- Say what you can do, not what you can’t. ***“I can save the appointment for you for 3:00 PM but the principal will want you helped right now. I can get Mrs. Stevens to help you now.”***
- Don’t argue. Don’t Argue. Don’t Argue. Instead, keep saying what ***you can*** do.
- Say again: ***“Here’s what I can do.”***
- Validate again. Make the problem seem easy to solve. ***“We can fix this.”***

The “call” *validate*

□ Parent:

I need to talk to the principal right now. I am really angry about what happened to my child on the bus.

□ Secretary

I am really sorry. Is your child OK? I know the principal is going to be very concerned.

The “call” :

make the problem seem easy to solve

offer a solution without pulling the principal
use TimeTrack and the First Responder sheet

□ Parent:

Jose is OK. He was pretty upset when he got home. I want to talk to the principal right now.

□ Secretary

I am sorry this happened to Jose. We can fix this. My principal can see you at 3:15 today but he would not want this to wait. Can I have Mrs. Stevens call you? She solves this kind of problems really well.

The “call”

say what you CAN Do

don't argue, don't say no

say what you CAN do

□ Parent:

I want to talk to the principal now.

□ Secretary

I know he would like to talk to you, too. I can schedule you for 3:15.

I can have Mrs. Stevens call you now. Could I have her call you? If you are not happy with how she handles the issue I'll get you in to see the principal at 3:15.

The “call”

Validate again

Convey concern, confidence

Follow-up

□ Parent:

Well, OK. I am just really upset.

□ Secretary

I am really sorry this happened. Would you call me back to let me know how your conversation goes with Mrs. Stevens? I know my principal is going to be very concerned and will want to know that the problem was resolved.

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