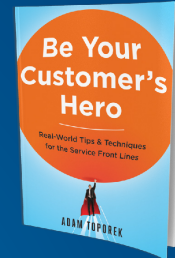


## Principles from **Be Your Customer's Hero: Real-World Tips & Techniques for the Service Front Lines**

[BeYourCustomersHero.com](http://BeYourCustomersHero.com)



### 10 Power Words

Having a collection of power words you can incorporate into your everyday communications can help make for richer customer experiences and more easily resolved customer issues.

Here are 10 power words with examples of how to use each:

#### Appreciate

"I appreciate your willingness to give us a chance to correct the issue for you."

#### Respect

"I truly respect and appreciate the fact that you took time to bring this to our attention."

#### Accountability

"We absolutely are accountable for that mistake, and I am going to do everything I can to make it right for you."

#### Challenge

"The challenge is that we don't manufacture that part ourselves, and there is a serious shortage since the snowstorm last month."

#### Committed

"I am committed to sticking with you until this issue is resolved."

#### Absolutely

"Can you have the alterations done by Tuesday?" "Absolutely!" (Use an energetic word.)

#### Suggest

"I'm going to suggest that you upgrade to the latest version of our software."

#### Option

"I have an option that will be an even better solution than the original model."




#### Understand

"I understand how the promotion could be read that way."

#### Solution

"I have a few different solutions that I would like to present for your consideration."

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