

MAXIMIZE VALUE

# 5 STEPS To Handle Mistakes

1



## Admit It, Own It, Apologize

Take full responsibility for the mistake. Don't place the blame, own it. Then provide a sincere apology for the mistake that was made.

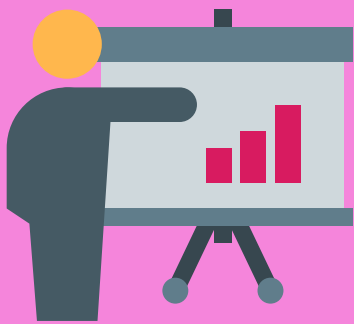
2



## Empathize

Put yourself in their shoes. How would you feel? Let them know you care. Use phrases similar to: I understand your concern, I can see why you are frustrated, I appreciate your perspective, I hear you, and I would feel similarly if I were in your situation.

3



## Explain Your Mistake

Offer an explanation, not an excuse. Enunciate what happened, how it happened, and why it happened.

4



## Find Solutions

Provide a solution or multiple options for correcting the situation. You might say: Again, we are sorry and we understand how you feel. We are going to take care of this for you right away, here are the next steps...

5



## Confirm a Repeat Mistake Will Not Occur and Express Gratitude

Offer an outline of the steps you are taking to ensure this mistake does not happen again. Finally, close by thanking them for understanding and for their partnership.