

1) DESCRIPTION OF THE TOOL

The Feel, Felt, Found technique is used by Apple's geniuses - those customer service experts you'll find at Apple stores - and it's one of the foundations of Apple's service strategy. When a customer arrives with a complaint or doubt, the 'Geniuses' of Apple must "empathize their way to the sale".

Feel: Empathize with the feeling of the client's moment and let him know that you understand.

Felt: I've been there: Explain that you, too, have felt this way in the past.

Find: Tell the customer how you noticed that your concern or doubt was wrong.

2) OBJECTIVES OF THE TOOL

(Please, try to find 3 main objectives of the tool)

The essential reason is that we show proof that we are capable of solving the problem. We did it with another and we can do it with the client who now doubts.

1. SHOW EMPATHY. The first secret of persuasion is always to show that we are like the one we want to persuade and we get that by saying that we know how it feels.
2. SHOW THAT YOU ARE NOT THE ONLY ONE. When we say that another client felt the same way he did, it serves;
 - To show that what we have said in the previous step is sincere, (we do not say it to say, there is a reason to understand that they feel this way, since we have seen it before).
 - To reinforce the legitimacy of what the other says by showing a social proof (in this case others thought the same thing as him).

The issue here is that while we continue to deepen with the client, we are at the same time preparing the deactivation of the objection, because we are putting the key in the lock and turn it in the next step. This helps reinforce the perception of "I am like you", instead of continuing in the roles of "seller versus client".

3. "FOUND" THE KEY WE HAVE OPENS THE DOOR. As in the end what the client wants is that we solve the objection, the last step has to be proof that we are working. So we have to finish, necessarily, with a sample that we have a solution and the situation of the story was solved. A story where the protagonist is similar to the problem that the client shows and we are able to explain a similar situation and to which we gave a solution. The key is to collect case studies, testimonials and examples that we have solved the objections to other people.

3) CONNECTION OF THE TOOL WITH THE SKILL

Empathy is the ability to understand or feel what another person is experiencing. Showing empathy in customer service is essential because it shows the customer that you are interested. This technique is related to the orientation to the service since one of the most important tasks is to solve the complaints, doubts and objections of the clients in the most effective way.

4) RESOURCE MATERIALS

To collect case studies, testimonials and examples that we have given results to other people. Every little thing that we can gather in that sense will facilitate later actions and apply the "feel, felt, found" in more situations.

So as soon as we receive an email of gratitude, take advantage of it and collect a favourable testimony, inquiring a bit on the subject to be able to expose it to other future clients. As soon as we have a success, let's make it a case study, to show how we did it and the final results ...

5) HOW TO APPLY THE SKILL

The Feel, Felt, Found is one of the simplest and most effective techniques to deal with objections to a sale or negotiation

Step 1. When someone expresses an inconvenience or complaint, our first task is to empathize with them, to express to them that we understand perfectly how they feel. (feel)

Step 2. Once this is done we tell them a story or situation in which someone we know (usually a client of ours with whom we have worked) felt the same way (felt).

Step 3. We finally tell them how that other person found the solution or that things were not as bad as they seemed at first. In fact, the ideal is when we manage to show that this apparently negative situation turned out to be finally something positive.

Example

Situation: someone tells us that they are not sure if our product is right for them. The first thing is, as always, to say that we understand that feeling ("feel"). The second is to mention the case of another client who felt exactly the same and had the same or more doubts that he ("felt"). To finish with the finding of how after tasting the product without compromise he liked it so much that he acquired five ("found").

6) WHAT TO LEARN



The most effective technique for overcome objections, doubts, complains...

The essential reason is that we show proof that we are capable of solving the problem. We did it with another and we can do it with the client who now doubts.

Using this technique we show empathy towards the situation, problem, complaint that the client has.

