Stay Positive with Negative CLIENT FEEDBACK

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G FOCUS ON RESULTS"

How to React CONSTRUCTIVELY to Client Complaints and Criticisms



We've all felt the sting of negative feedback.

It hurts to hear the truth sometimes - especially when it comes from a client.

But, experts say that nothing is more valuable than solid client communication - even if it's negative!

By and large, complaints and criticisms are generally a good thing. The key, though, is to know how to deal with them.

Josh Catone, an editor at Open Forum Small Business, brilliantly guides us through the process of responding to complaints in his article - <u>How to Deal with Negative Feedback</u>.

It's an eye-opening read, especially for anyone who is sensitive to criticism.



Catone deals with four different types of feedback - **Straight Problems**, **Constructive Criticism**, **Merited Attack**, **Trolling/Spam** - and how to respond appropriately. Believe it or not, there is a different response for each type of feedback.

The bottom line though is to STAY POSITIVE!

Never open yourself up to an argument or get beaten down by a client complaint. This will only reflect poorly on your practice.

Always let your good grace shine through.

The effort you make to stay positive will always pay off down the road. Check out <u>Catone's</u> <u>article</u> to find out more.

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