

# PUTTING IT INTO PRACTICE:

## Positive 1st Response using Glad/Sure/Sorry

The **Glad/ Sure/ Sorry** technique is a great way to frame a response to a complaint or criticism.

Remember to use:

- **GLAD** as acknowledgment or appreciation. Check your language is non-defensive.
- **SURE** to signal ownership and responsibility, as well as action (I am ready, willing and able!)
- **SORRY** used when needed, to apologise or show empathy.

Tip: You can use all three components in any combination. However, we must always use **SURE**. **GLAD** and **SORRY** can be added if the situation requires it.

Here's some response examples used in the Refresher training. The order can be re-arranged to suit the situation.

### Complaint 1: "The IT system is down, AGAIN!"

**Example response 1:** "Thanks for letting me know (GLAD), our IT team is currently working on it (SURE)."

**Example response 2:** "It's been reported and our IT team is looking into it (SURE). I'm sorry it's not working (SORRY - APOLOGY)."

**Example response 3:** "I can see you're upset (SORRY – EMPATHY). It's been reported and our IT team is looking into it (SURE)."

### Complaint 2: "You told me that I could have this by today and now you're telling me that it's not going to happen. I'm really disappointed in you."

**Example response 1:** "I can get it to you tomorrow morning by 11am at the latest (SURE). I am sorry I disappointed you – it wasn't my intention (SORRY – APOLOGY)."

**Example response 2:** "I can hear how frustrated you are (SORRY – EMPATHY). I can get it to you tomorrow morning by 11am at the latest (SURE)."

**Example response 3:** "Thanks for being honest (GLAD). I can see you're upset (SORRY – EMPATHY). I can get it to you tomorrow morning by 11am at the latest (SURE)."

**Example response 4:** "I can give you some advice so that we can avoid this in the future, if that's helpful? (SURE)"

Now prepare and review your response to one of your real-life examples:

#### Complaint received via email:

Draft your response then identify the GLAD, SURE or SORRY components you have used. Run through this quick checklist:

- a. Are all components required?
- b. Is your 1<sup>st</sup> sentence positive?
- c. Have you used non-defensive language?
- d. Re-write your response until you're happy it.

#### Complaint received in person:

Remember the other person is likely to be 'in the black' so listening is really important.

If you feel flustered, take the time to think while taking a few deep breaths.

- a. Repeat back to them what they've told you so you understand the issue
- b. Respond positively – have something prepared for use in these situations. A **GLAD** statement is often useful, for example, "I appreciate you raising this with me."
- c. Use a **SURE** statement to let them know what you will do next.
- d. Based on the persons emotional state, consider if a **SORRY** statement is required.

Remember this approach is to get you started and you can modify this as you get more practice and become more confident.