

Using Online Angry Customer Videos To Learn

Video 08a: Why Telephone Silence Works To Get A Customer To Be Quiet?

In our previous video in our free training series, we presented to you a technique called ["telephone silence"](#) which is used to get a caller to stop ranting and yelling and get them to listen. We asked you WHY you think it works, and in this video, we explain the underlying psychological and communication principles.

We'll build on these principles, and apply them to other non phone situations in future videos, so stay tuned.

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