

# Communicating With Customers

## What Is Cooperative Communication?

Cooperative communication is a way of communicating that is much more likely to create the sense that the two people involved (let's say employee and angry customer) are working together -- on the same side.

The term was defined by Robert Bacal, some years ago, in conjunction with a group of online experts on communication and listening. The result was the book: [Conflict Prevention In The Workplace - Using Cooperative Communication.](#)

The principles apply to almost any situation, and the idea is about prevention. Many conflict occur as a result of subtle things people say -- an incorrect phrasing, or poor choice of words.

The opposite of cooperative communication is confrontational communication.

Unique solution ID: #1000

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Last update: 2014-02-05 17:08