

## ***Quick Reference: De-Escalation Language for Floral Professionals***

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### **Purpose:**

Use this when emotions are high and clarity matters.

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### **1 Slow the Conversation**

Use first when someone is upset:

- “Let’s pause so I can fully understand.”
- “Thank you for telling me.”
- “I want to make sure I’m hearing you correctly.”

**Tip:** Speak slower and quieter — people mirror tone.

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### **2 Validate Emotion (Not Outcome)**

Empathy without admitting fault:

- “I understand why that would be frustrating.”
- “That makes sense given what you expected.”
- “I can see how that would feel disappointing.”

 Avoid:

“You’re right” or “We messed up” unless true.

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### **3 Reset Expectations Clearly**

Neutral, factual language:

- “Designer’s Choice varies by season and availability.”
  - “The floral value reflects the arrangement itself.”
  - “Delivery and tax are separate from the floral budget.”
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#### 4 Hold a Boundary Calmly

Say it once, confidently:

- “That’s not something we’re able to offer.”
- “We’re unable to issue a refund in this situation.”

Immediately follow with:

- “What I *can* do is...”
  - “For future orders, I recommend...”
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#### 5 Redirect Toward a Solution

Move forward:

- “Here’s the best next step.”
  - “This is how we can avoid this going forward.”
  - “I’d be happy to help you plan the next order.”
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#### 6 When Someone Repeats Themselves

A sign of escalation:

- “I hear that this still feels unresolved.”
  - “Let’s focus on what’s possible from here.”
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#### 7 One Sentence to Memorize (For Freezers)

“I understand why you’re upset. Let me explain what I can do.”

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#### 8 Small Daily Habit That Works

Pause for **2 seconds** before responding.

Relax shoulders. Lower voice. Choose clarity over speed.

**Remember:** *You don’t need to win the conversation — you need to lead it.*