



DEAR MAN Examples

Scenario: Addressing Rate Increases

Situation: You own a graphic design company and due to increased costs in materials and software subscriptions, you need to raise your service rates. You have several long-term clients who have been loyal but might be sensitive to price increases.

Background: These clients have been with your company for years, and you've developed strong relationships with them. However, you need to increase rates to maintain profitability and continue providing high-quality services.

Challenges:

- Communicating the rate increase without losing loyal customers.
- Justifying the increase in a way that clients understand and accept.
- Maintaining strong relationships and trust with your clients.

Ideal Outcome: Clients understand the necessity of the rate increase, continue using your services, and trust that they are receiving value for their money.

DEAR MAN Script:

D - Describe: "I'd like to discuss an important update regarding our service rates. Due to rising costs in materials and software subscriptions, we need to make some adjustments."

E - Express: "I understand that this news might be unexpected and potentially concerning. We deeply value your loyalty and the relationship we've built over the years."

A - Assert: "Starting next month, our rates will be increasing by 10%. This adjustment is essential for us to continue delivering the high-quality services that you expect and deserve."

R - Reinforce: "This increase will allow us to invest in better tools and resources, ultimately enhancing the quality of our work for you. We believe this will lead to even better outcomes for your projects."

M - Mindful: "I want to keep this conversation focused on how this change will benefit you and address any concerns you might have. Let's avoid getting sidetracked by unrelated topics or past issues. It's important to stay present and concentrate on the current situation and how we can move forward positively."

A - Appear Confident: "I'm confident that the value we provide justifies this rate increase. Our commitment to your success remains our top priority, and we believe this change will help us serve you better."

N - Negotiate: "I understand that any increase can be difficult to absorb. Can we discuss how we can make this transition smoother for you? For example, we could consider a phased approach to the rate increase or look at ways to optimize the services you're receiving to maximize your value."



DEAR MAN Examples

Scenario: Addressing Performance Concerns with Staff

Situation: You are the owner of a small but growing marketing agency. One of your key employees, Alex, has been consistently missing deadlines, which is starting to affect client satisfaction and team morale.

Background: Alex has been with the company for three years and is highly talented, but lately, personal issues seem to be impacting their performance. You've noticed a decline in their productivity and have received complaints from other team members.

Challenges:

- Addressing the issue without demotivating Alex.
- Understanding the root cause of the problem.
- Ensuring deadlines are met to maintain client satisfaction.
- Keeping team morale high.

Ideal Outcome: Alex acknowledges the issue, opens up about any underlying problems, and together, you come up with a plan to improve performance and meet deadlines.

DEAR MAN Script:

D - Describe: "Alex, I want to talk to you about something I've noticed over the past few weeks. There have been several instances where project deadlines have been missed, and I've received feedback from the team about delays."

E - Express: "I'm concerned because these missed deadlines are affecting our client relationships and causing frustration within the team. I value your contributions and know how talented you are, which is why I want to understand what's going on."

A - Assert: "It's important for the success of our projects and the team's morale that deadlines are met. I need you to consistently meet your deadlines and communicate proactively if you're facing any difficulties."

R - Reinforce: "By addressing this issue, we can ensure that our clients remain satisfied and that the team can work more effectively together. I believe this will also help you feel less stressed and more in control of your workload."

M - Mindful: "I want to focus on finding a solution together. Let's avoid discussing other unrelated issues and concentrate on how we can improve this specific situation."

A - Appear Confident: "I'm confident that we can work through this and find a way to get back on track. I believe in your abilities and am here to support you."

N - Negotiate: "Can you share with me any challenges you're facing that might be impacting your ability to meet deadlines? Let's discuss what adjustments or support you might need. For example, would it help to break down tasks differently, or do you need more flexibility in your schedule? Let's find a solution that works for both you and the team."