

#NACEEXP23



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COPACETIC:

**How To Reduce Pain and Conflict
and Love What You Do Longer**

Jen Trotter
Lip Service Makeup

The NACE Experience 2023



JENNIFER TROTTER

pro makeup artist ★ bridal beauty expert



JENNIFER TROTTER
LIP SERVICE MAKEUP

972-345-0655

JENNIFER@LIPSERVICEMAKEUP.COM

WWW.LIPSERVICEMAKEUP.COM



Instagram

@LIPSERVICEMAKEUP
@THEJENTROTTER



“LIP SERVICE MAKEUP”



You have a new review!



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HEY, I GOT YOU A PRESENT!

Reducing Conflict as a Business Strategy

It's 100% worth the effort and it applies to every business, always



Eradicating Conflict and Chaos will give you:

- Success, more revenue
- Stellar Reputation and Trust
- More Time and Energy
- A loyal and dedicated staff
- The chance to feel joyful in your career for as long as you want



**YOU'RE
WORTH
IT!**



Tools & Takeaways

- Review Daily Habits and Operations to look for pain points

- Get Strategic and Learn To Shift Focus Reducing Chaos

- Fix it Fast When Conflict Strikes – With Minimal Damage

- *BONUS: Specific words and phrases that make it easy to become a communications pro!*

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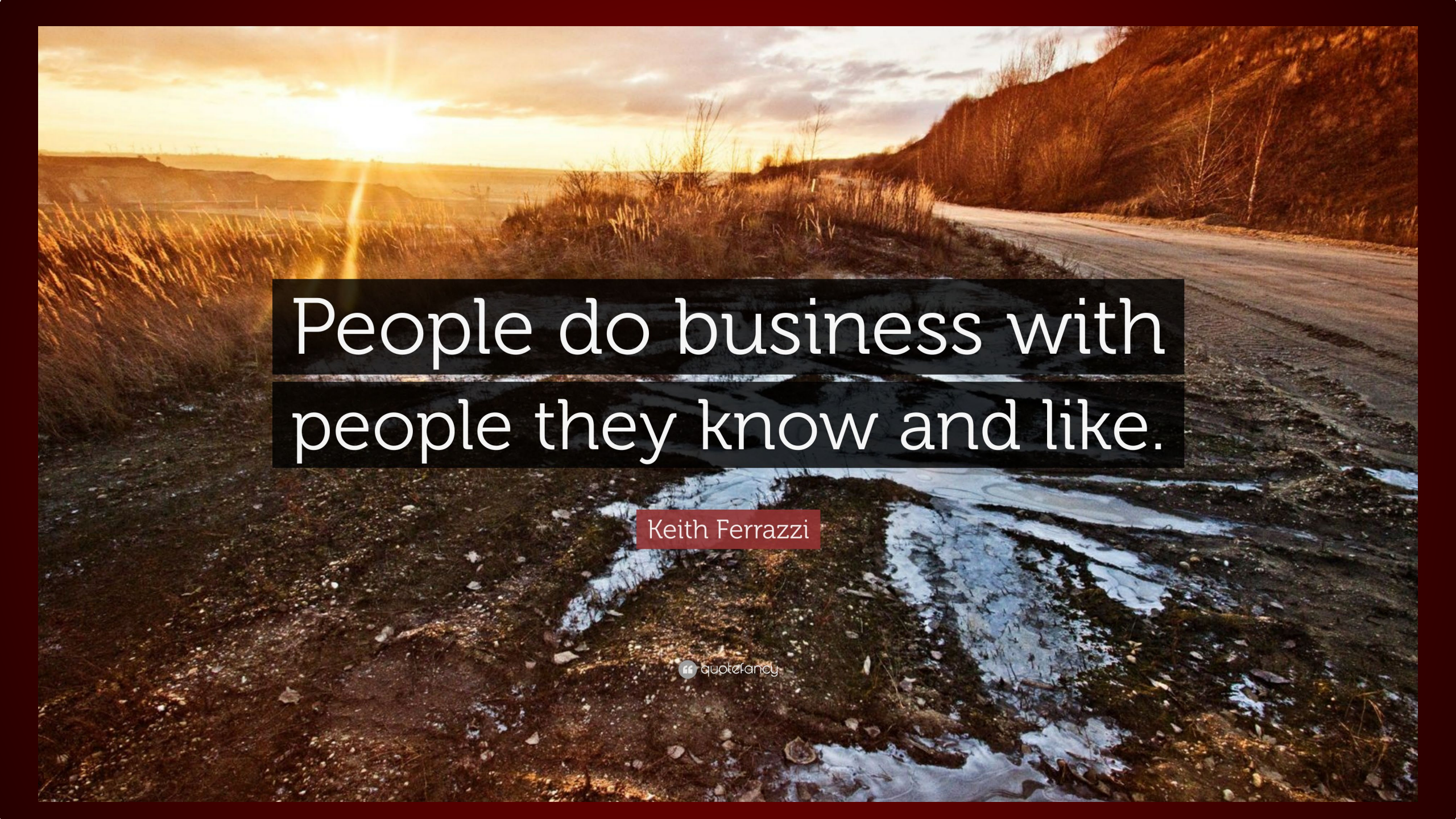


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YOU'RE NOT THE BOSS OF ME



A scenic landscape at sunset or sunrise. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there is a dirt road that curves to the right. To the left of the road, there is a field of tall, dry grass. To the right, there is a hillside with bare trees. The sky is filled with soft, golden light and some clouds. The overall mood is peaceful and contemplative.

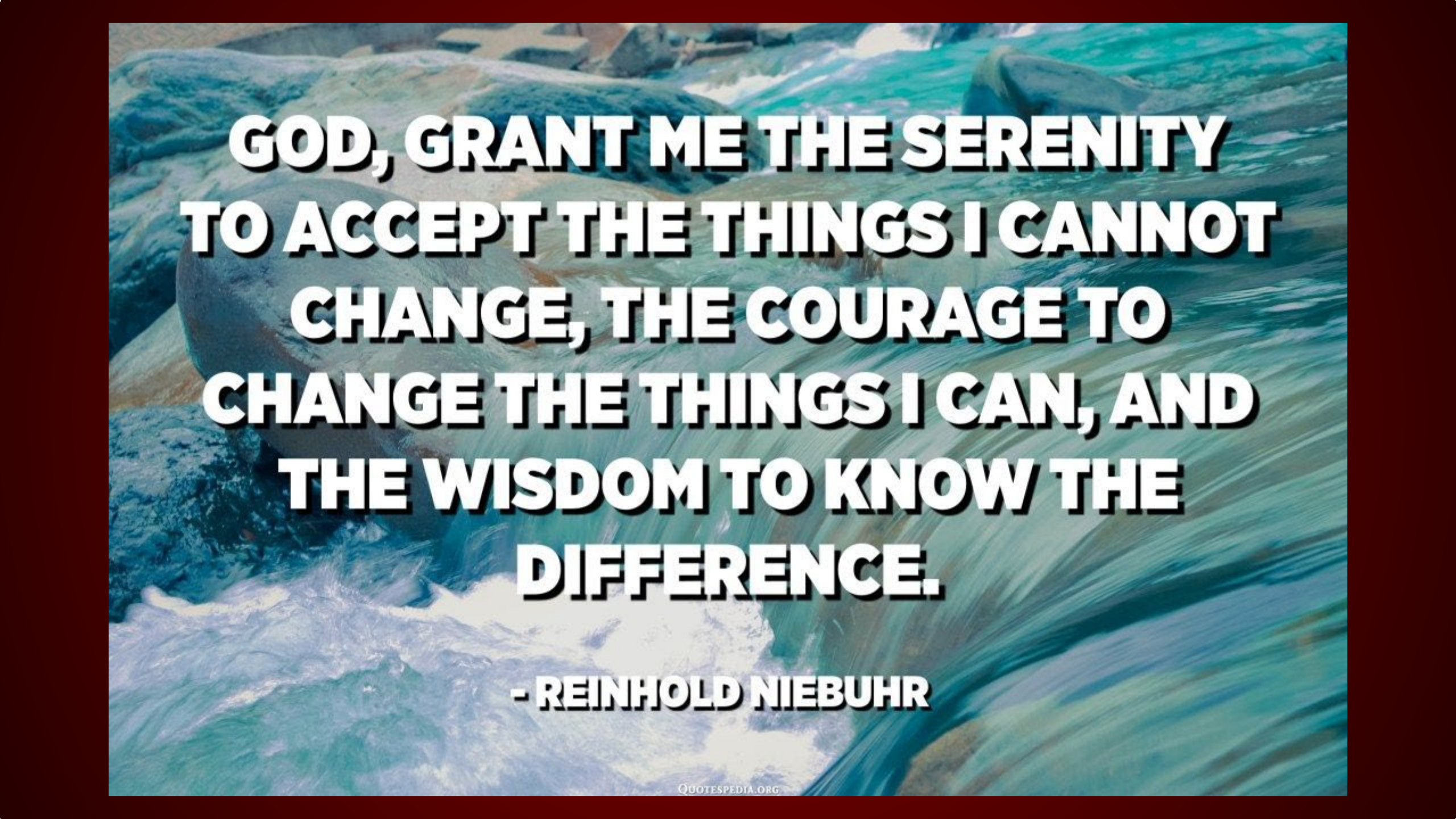
People do business with
people they know and like.

Keith Ferrazzi



What's Your "Chaos Quotient?"

Make an honest assessment

The background of the image is a painting of a rocky coastline. The rocks are in shades of blue, green, and grey, with white foam from the waves crashing against them. The sky is a pale, hazy blue. The overall style is impressionistic, with visible brushstrokes and a sense of movement and texture.

**GOD, GRANT ME THE SERENITY
TO ACCEPT THE THINGS I CANNOT
CHANGE, THE COURAGE TO
CHANGE THE THINGS I CAN, AND
THE WISDOM TO KNOW THE
DIFFERENCE.**

- REINHOLD NIEBUHR

Signs of Trouble:

- Clients “always” complain about a process or policy
- Mean girl vibes – gossip, social media wars with vendors
- Multiple “toxic” clients/situations at a time
- Wrong person in wrong roles



Play Detective!!!

- Check Reviews
- Ask a Trusted Vendor Partner
- Talk to your Staff and Listen to their Feedback

Reviewer I



Great experience with Brand X. I found the car quickly. They quickly confirmed that it was available for a test drive. I worked with Justin. Justin was very professional to work with. Car was detailed and registered and ready to go. The process was easy and smooth.

Response from the owner

Thank you so much for sharing your positive feedback. We pride ourselves on timely communication, professional service, and registered vehicle for pickup. Thank you for choosing us. We see you back for your first oil change!



Play Detective!!!

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BE THE
Energy
YOU WANT TO
Attract

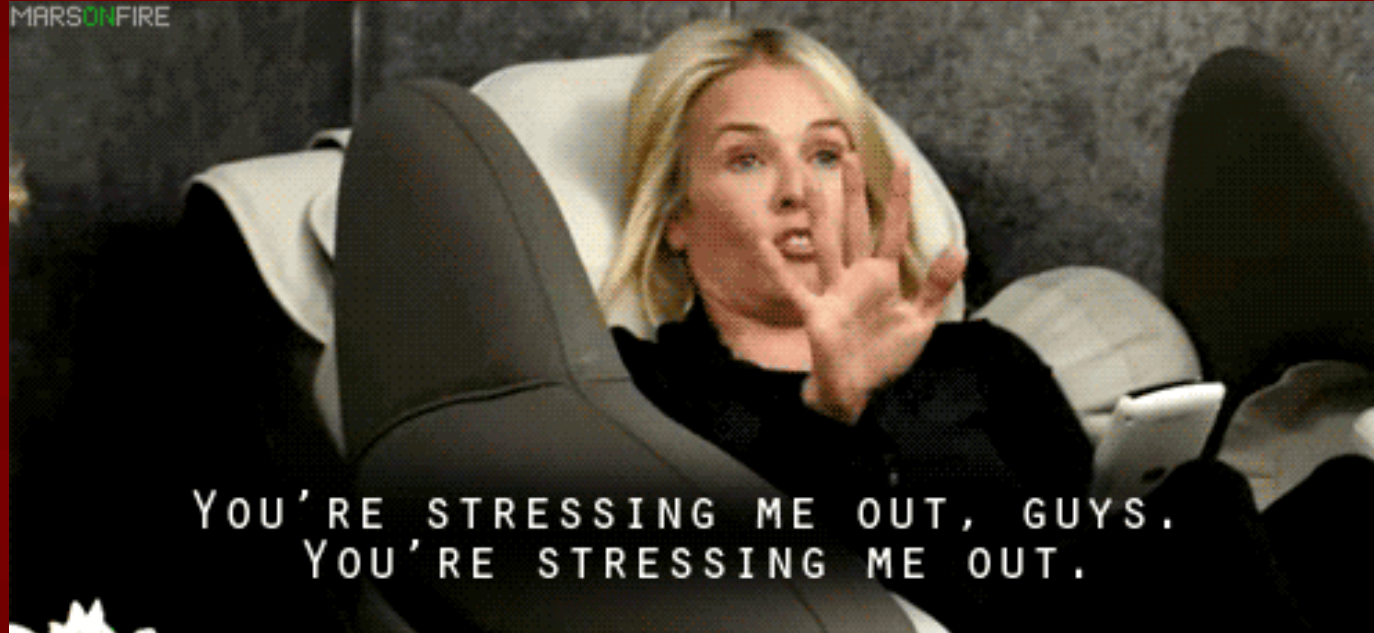
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How is Your Anxiety,
Burnout or Toxic Client
PTSD Affecting Your
Communication?



If you communicate with an air of stress and anxiety, you're sparking up anxiety in others

The image features the words "BREAKING NEWS" in a large, bold, 3D silver font. The text is set against a dynamic blue background with a wavy, fabric-like texture and some light streaks. The entire graphic is enclosed within a white rectangular border.

**BREAKING
NEWS**

Being “nice” and caving all the time does NOT lead to happy clients!



Calm – In Control - Kind



- Positive
- Happy to Serve
- Expert
- Trustworthy
- Calm and Collected
- Worth the \$\$
- In Control/In Charge



YOU are the expert, and taking a deferential stance actually makes things worse



*Things are starting to go sideways....
Now what?*





#1 Strategy....

Separate Feelings from Actions

Feelings are valid, but rarely lead you to the right solution



Ask Yourself.....

- Are they just confused and need clarification?
- Are they *slightly* irritated?
- Have they lost trust in you?
- Did you majorly screw up and need damage control?



Tip - Pick up the Phone!



- Tone is Powerful
- Texting and Emails can sound harsh or defensive
- Less chance of miscommunication



“Kindergarten Teacher Voice”

- low
- soft
- kind
- calm



Keep your anxiousness
behind the curtain!



YOUR RESPONSE WILL TELL THEM HOW TO FEEL

Lead them where you want them to go!!

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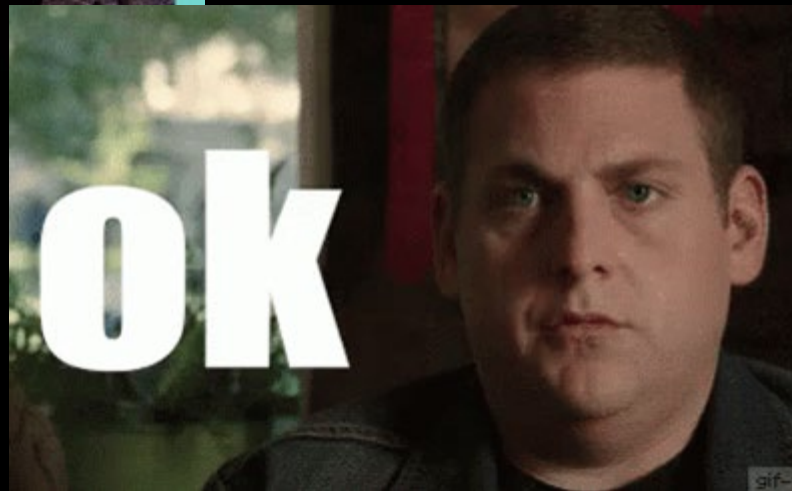


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I completely agree with you



Phrases That
Resolve Issues and
get the other person
to agree with you.....



“I’M SURE YOU CAN UNDERSTAND....”



“I CAN TOTALLY SEE WHY YOU’D ASK
THAT.....”

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**RESOLVED CONFLICT
BRINGS YOU CLOSER**



“I’M SURE ONCE I EXPLAIN IT IT’LL
MAKE PERFECT SENSE TO YOU.....”



“THANK YOU FOR YOUR GRACE AND
UNDERSTANDING ON THAT...”



*“I KNOW YOU TRUST ME TO GET THIS
DONE...WE’VE GOT THIS”*

stand-tall

A still from the Disney movie Frozen showing Elsa, the Snow Queen, in her purple gown and crown, looking over her shoulder with a determined expression. The background is a dark, snowy landscape.

Let it go, let it go

RECAP!

- Realize that reducing conflict and chaos is a valuable business strategy
- Prevent any possible pain points
- Build consistent habits focused on reducing conflict
- Keep your own anxiety behind the curtain
- Remember...YOU tell your clients how to feel
- Master magical phrases to smooth things over and get clients to agree with you



I AM ROOTING FOR YOU!



LOUISIANA
BOSS

QUESTIONS?



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