



“HANDLING DIFFICULT CUSTOMERS” (2+ HOURS)

Does your business or organisation experience any of these?

- Customers who have challenging behaviours?
- Team members react defensively or offensively when handling these customers?
- Team members who make customers ‘wrong’?
- Team members who lack empathy for some types of customers?
- Team members who lack the communication skills to effectively handle difficult customers?
- Team members who take difficult customer behaviour personally?

Would you like a cost-effective solution to this problem?

Difficult customers are very important ‘moments of truth’ in our organisation. Team members can win or lose these customers for life and also impact the loyalty of other customers by how they handle them. The outcome depends on how skilful and positive team members are in these situations. They can come away from these encounters having turned the difficult customer around and feeling powerful and elated, or bruised, invalidated, and resentful towards customers generally.

“**Handling Difficult Customers**” firstly focuses on the prevention of customers becoming difficult in the first place and then moves on to responding positively and effectively to customers who have challenging behaviours.

Topics to be covered include:

- The Rights of Customers and Servers
- Preventing Upsets and Learning from Them
- Reactive versus creative mode
- Understanding anger
- Empathy Versus Judgement
- How to not take difficult or angry customers personally

Prerequisite: Ideally participants will have completed “**Handling Complaints**” before doing this module. The program comes with a comprehensive participant workbook and includes practice of various real-to-life difficult customer scenarios.

TESTIMONIAL

“I am now much better equipped both within my self and for handling difficult patients with confidence. Everything mentioned was exactly what we deal with day to day.”

Medical Receptionist, Maroubra, NSW