

Handling Difficult Customers

"Your most unhappy customers are your greatest source of learning." Bill Gates

Serving customers effectively is one of the key factors of success in any organisation. Whilst serving happy customers is enjoyable to those serving them, helping unhappy customers can be an uphill task, and can even cost the company if those in the service role don't handle the situation effectively. However, with the right training, skills, and knowledge, any difficult customer can be handled properly and effectively, and both parties can end the conversation satisfied.



With this workshop, participants will learn how engaging customers properly can benefit both the employee and customer. They will also gain a new perspective on how to react to negative customers and leave the customer satisfied and keen to return. Furthermore, participants will learn how to build rapport with customers, listen better, display a professional image, manage their emotions and stress better.

Course Objectives and Content

KEY LEARNING OBJECTIVES

1. Apply tools and language for interacting with difficult customers.
2. Build rapport with customers in person and over the phone.
3. Develop abilities to listen actively and empathise.
4. Manage internal and external stress.

WHO IS THIS FOR?

This course is suited for anyone who handles customers in any organisation.

COURSE CONTENT

1. Why are some customers difficult?; the emotional and rational triggers.
2. Dealing with customers over the phone; listen, build rapport, do not respond with negative words or emotion, offer solutions.
3. Dealing with the customer in person; listen to concerns, build rapport, respond with positive words and body language.
4. Sensitivity in dealing with customers; anger, verbal abuse, different cultural values, those not willing to accept.
5. Scenarios of dealing with a difficult customer; practice makes perfect.
6. The right attitude starts with you; gratitude as a habit, keep your body healthy, invoke inner peace.
7. Managing internal stress; irritability, unhappiness with your job, feeling underappreciated, not well rested.
8. Managing external stress; work space, work environment, co-worker relations, supervisors.
9. Managing emotions; appropriate words, trigger phrases, how to sound professional and calm no matter the situation.
10. Following up with a customer once you have addressed their issue.

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