



**DIFFICULT PEOPLE  
MADE EASY**

# **Tough Customers Made Easy**

**Course Outline**



## Sort out complaints and 'wow' your customers

Do your customers sometimes behave in challenging ways? With the right approach, you CAN get them onside. Hear how to calm angry customers. Learn how to handle the 'moments of truth' which lead to customer complaints. Hear how to respond professionally to angry or upset clients – on the phone and face to face. Bring along your questions about how to handle YOUR customers and have them answered by an expert.

### Why learn how to wow your customers?

It's easy to communicate with your customers when everything is going smoothly. But when things go wrong, you need to deliver awe-inspiring service. Learning to handle customer complaints will help you:

- Protect yourself from stress– after all, dealing with complaints is a demanding job
- Stay in control even during the most tricky customer service situations
- Prevent customers becoming hostile or upset
- Make your customers happy and help them trust you as a service provider
- Avoid looking like a poor service provider
- Project an image of success and competence – even when dealing with difficult customers

### What will you learn in this course?

You'll come out of this session with practical tools for handling difficult customers. Discover how to handle upset or aggressive people. Hear what experts in customer service know about delivering 'awesome' service. Learn how to:

- Stay in an 'alright' state when dealing with difficult customers
- Calm down emotional customers
- Show empathy for a customer's position
- Get customers to listen when you speak
- Use a four step process for resolving complaints
- Set limits on unreasonable behaviour, whilst still being professional
- Escalate and refer problems, whilst keeping customers onside

The information covered in this course comes from the fields of applied psychology and business studies. You'll cover models such as:

- The customer focussed approach
- SMART steps for service excellence
- Fight or flight reactions and their influence on customer behaviour
- Influential language techniques
- Empathic responses
- Solution focussed language

## How can put your learning to use?

The practical focus of this course means that you can use what you learn immediately. Your skills can be used to: handle aggressive behaviour; calm upset people; pre-empt and prevent problems escalating and manage your own stress levels when handling customer complaints. Whether you're attending as an individual or as an intact service team, this course will put you on track to wow your customers.

## What topics will you cover?

### Topic one: The psychology of customer service

Whether you're just starting out in a customer service role or you want to take your service skills from good to great, you need to understand what customers expect of you. Yes. Customers have high expectations these days – and they will continue to desire better levels of service. So you need to understand the psychology of delivering STAR service. Learn four steps you can use to impress customers, no matter what goes wrong. Then discuss how to apply those steps in YOUR team.

### Topic two: How to stay calm under pressure

When things go wrong, you have the chance to impress your customers. This is why you need to be capable of handling high levels of pressure. Even when your customers behave badly, you need to stay cool, calm and collected. Learn how 'state management' tools can help you do this. Try out a range of techniques for staying relaxed under pressure – so you can focus on sorting out problems and wowing your customers. You'll also find that managing your own state pays off in terms of reduced stress and less likelihood you'll take problems 'home' with you after a day working with customers.

### Topic three: What to say to when customers are upset

Even great service providers can't get things right 100% of the time. And when things go wrong, a small percentage of customers will become angry or upset. Managing your verbal responses in these situations is the key to successfully handling problems. Some words set off angry customers. Others calm them. Discuss key phrases you can use to get upset customers on side. See how to empathise without agreeing. Try out 'solution focussed' language patterns. Then develop tactics for dealing with the most challenging behaviours YOUR customers use when they encounter problems.

### Topic four: Complaint management process

Learn how to handle a complaint in five simple steps. Talk through ways to be flexible, whilst also sticking to policy and procedure. See what you can do to communicate a 'positive attitude' even when your customers resort to challenging behaviours. Find out when and how to escalate complaints – so your whole team looks professional during the process.

### Topic five: Strategy lab – finding solutions to real life problems

Have your questions answered by a communication skills expert. This section of the course focuses on finding solutions to your real life problems – so you can get better results as soon as you get back to work. Make sure you bring along relevant questions to the course. Not only will we answer them, we'll also take time to work out how to improve your processes and procedures in order to prevent problems occurring in future.

## Who teaches this course?



Eleanor Shakiba is a leading people skills trainer, based in Sydney. She has helped thousands of professionals to use breakthrough thinking and communication tools. Eleanor has written over 90 training courses, 12 audio programs and 10 videos to help people excel at work. Each month, she publishes a new communication skills program on YouTube.

Eleanor is qualified in Social Anthropology, Adult Education, Applied Psychology, Neuro Linguistic Programming and Mediation. She writes and teaches in the areas of applied psychology, communication and conflict resolution. Her passion is helping professionals learn skills for success in the real world.

See Eleanor in action at <http://www.youtube.com/user/thinklearnsucceed>

## How is the course delivered?

This is a highly interactive course, delivered over one day. Book it for your team, if you need training that delivers practical skills in a dynamic format. The course covers the why, what and how of handling difficult customer service situations. You'll learn through a variety of methods including:

- Mini lectures
- Video presentations
- Question and answer sessions
- Demonstrations by the trainer
- Practical group activities
- Individual planning activities

## What past participants say about this course

"Very professional and good content. Thank you. I have learnt a lot of new tools and activities to take back to my team."

"Enjoyed course and I felt the presenter was engaging and interactive with our group. Eleanor's experience is well suited to this program."

"This was a course that I could take the material and relate to my circumstances rather than have to take the ideas and materials and translate into what I needed."

**Book** Tough Customers Made Easy for delivery at YOUR workplace now.