



SS034: Dealing with Difficult, Angry and Aggressive Customers

Training Description:

Occasionally a customer's behaviour may fall short of normal standards. No one likes being stuck in traffic or working for a boss who does not appreciate you, or doing additional work with no 'Thank you'.

Keep in mind that 99 times out of 100 you are not the object of their anger. There may be other reasons, nothing to do with you.

Learn how your verbal and non-verbal communication styles tend to calm or escalate a situation. Acquire key skills and confidence to proactively manage the negative behaviour of difficult customers.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the contributing factors which can lead to customers being difficult, angry or aggressive
- ✓ Know the workplace factors which affect your ability to deal with these customers
- ✓ Explore ways to identify and avoid communication mistakes
- ✓ Use techniques to re-focus irrational conflict behaviour
- ✓ Differentiate between confidence, assertiveness and aggression
- ✓ Use a range of responses to deal with those behaviours
- ✓ Learn how to become confident in your own abilities and what you say
- ✓ Listen, appreciate and understand the behaviour of others
- ✓ Know how to manage your initial reaction to customers
- ✓ Explain how conflict escalates
- ✓ Respond to conflict in ways which will prevent the conflict escalating
- ✓ Use collaborative communication techniques to defuse the conflict and create a positive outcome
- ✓ Learn how to calm aggressive people down and 'turn them around'
- ✓ Knowing how to deal with:
 - *Conflict with Customers*
 - *Conflict within Teams*
 - *Conflict between Individuals*
 - *Inner conflict*
 - *Conflict in organisations: between teams and between managers and their people*

Training Designed for:

This course is designed for Customer facing professionals who would like to raise their understanding on the background to conflict and the mindset of difficult customers.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Understanding Different Personalities
 - What is Your Personal Style?
 - Self-Assessment
 - Recognising Other's Styles
 - Communicating with Others Styles
- ❖ Understanding Customer Needs
 - Effective Listening
 - Questioning Techniques
 - Probing
 - Summarising the Conversation

DAY TWO:

- ❖ Knowing your Boundaries
 - Confidentiality and Discretion
 - Resources Available
 - Knowing When to Escalate a Problem
- ❖ Projecting a Professional and Competent Image
 - Effective Communication in All Situations
 - Verbal and Non-Verbal Communication

DAY THREE:

- ❖ Assertiveness
 - What is Assertiveness?
 - What Assertiveness is Not!
 - Being Assertive with an Aggressive Customer
 - Learning How to Say 'No' Assertively
 - Negotiating a 'Win-Win' Situation
- ❖ Dealing with Different Situations
 - Dealing with Sudden Changes in Behaviour
 - Threats; Verbal and Non-Verbal
 - *Sarcasm*
 - *Blaming*
 - *Manipulation*
 - Focusing on the Issue and Not the Situation
 - Identifying When to Bring in a Third Party

DAY FOUR:

- ❖ Presenting a Solution
 - Knowing How to Present a Solution
 - Giving the Customer the Power to Resolve Things
 - Identifying What Will Make the Customer Happy

DAY FIVE:

❖ Take Action and Follow-up

- Agreeing on a Solution
- Taking Immediate Action
- Taking Down the Contact Details
- Giving the Customer the Feeling of Control
- How to Go Above and Beyond Your Customer's Expectations

❖ Course Conclusion

❖ POST-TEST and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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