

# Satisfying difficult clients

Full Day



We take a positive approach to difficult clients by providing techniques that can be easily applied in a range of situations. Participants also learn how to manage very aggressive people in the field, on the phone or in the office

## What makes a client difficult?

- What are the early warning signs that a customer is becoming frustrated?
- Which clients do you personally find most difficult e.g. arrogant, ignorant, emotional?
- What are the causes of most dissatisfied clients in your area?
- How to control your own emotions and think clearly under pressure

## Resolving problems – the process

- How to realistically define a satisfactory outcome from a difficult situation?
- How to paraphrase a customer's concerns to buy yourself time to think
- Suggesting options to resolve the situation
- How to get agreement to an option without being 'pushy'
- The importance of setting realistic expectations to avoid future problems

## Explaining policies clearly

- How to explain bureaucratic policies in plain English
- How to choose everyday words to explain everyday ideas
- How to sound confident but respectful when you are under pressure
- How to show empathy for a person's situation without patronising them

## Handling phone complaints

- Why do people find it easier to complain on the phone?
- How to adjust your tone and pace of speech on the phone
- Using visual words and examples to help customers understand your message

## Respectfully disagreeing with customers

- When do you have to disagree with a customer e.g. strict policies?
- The proven 3 step technique for stating your view calmly and logically under pressure
- How to control your frustration when people won't listen
- Discover how to use questions to deflect personal attacks
- The simplest way to move the client from past problems to future solutions



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## Managing very aggressive customers

- How to stay alert to signs of potential aggression
- Learning to listen for repetition of words that can become an aggressive 'chant'
- Recognising 'depersonalising' language e.g. 'You people are...'
- How to use eye contact and body language to reduce tension
- When should you move the customer to a different area?
- What should you do if the customer leans toward you or threatens violence?

## Staying safe

- When are you at increased danger in the field e.g. isolated places?
- When are you at increased danger in an office e.g. opening and closing times?
- Identifying your 'safe areas' or escape routes e.g. the car, a secure office
- Discouraging threats e.g. security cameras; physical barriers, safety in numbers
- What procedures do you have in place to ensure you are safe at all times?

## Managing stress

Dealing with difficult clients generates stress that must be managed to ensure your wellbeing and motivation are maintained. This practical and fun session offers a number of ways to reduce the stress caused by difficult people.

- What stresses you the most at work?
- How does stress at work affect your personal life?
- How to support each other in a team environment
- 10 simple stress busters



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