

## World Class Dealing with Difficult Customers

Sample Course Overview

### Introductory Level (1/2 Day, 1 Day)



Belding's **Dealing with Difficult Customers** program helps people understand the factors that drive poor customer behavior, and how to deal with them to achieve the best possible outcomes. Emotional triggers are identified, and participants will learn aspects of their own behaviors that may lead to conflict escalation. An effective six-step process is introduced for successfully diffusing difficult situations and arriving at win-win solutions.

This program is based on the principles of Shaun Belding's international best-selling book, "Winning with the Customer from Hell - a survival guide." (The program includes a copy of the book)



### Outcomes

Participants will:

- Reduce the number of difficult situations
- Resolve conflict more effectively
- Turn negative situations into positive customer experiences
- Reduce stress caused by difficult customers
- Recover more effectively from service failures

### Who it's for

- ⦿ All people with customer contact
- ⦿ Customer service professionals
- ⦿ Supervisors, managers, team leaders

### Methodology

- Instruction
- Interactive exercises
- Workbooks
- Case histories



### Key Learning Points

- ☑ Causes of conflict
- ☑ Managing emotional states
- ☑ Advanced listening skills
- ☑ Problem-solving skills
- ☑ Meeting customer expectations
- ☑ Creating mutually acceptable solutions

Group Size:	5 - 15 per group
Program Length:	3 1/2 - 7 hours instruction
Program Format:	Interactive workshop
Pre-work:	No
Certificate:	No



Based on the books  
by Shaun Belding



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