

LUXURY



ACADEMY

LONDON

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# HANDLING DIFFICULT OR DEMANDING CUSTOMERS

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HOW TO DEAL WITH COMPLAINTS, CONFLICT AND CHALLENGING SITUATIONS



## Professional, Polished and in Control

Dealing with happy customers, clients and staff is enjoyable and rewarding. Helping those who are “not so happy” can be stressful, demotivating, and costly to a business if members of staff have not received training as to how to best handle demanding customers and difficult situations. This dynamic masterclass teaches participants how to build rapport, communicate with different types of people, choose words that say “professional, polished, and in control,” de-escalate tense conversations, and manage expectations.

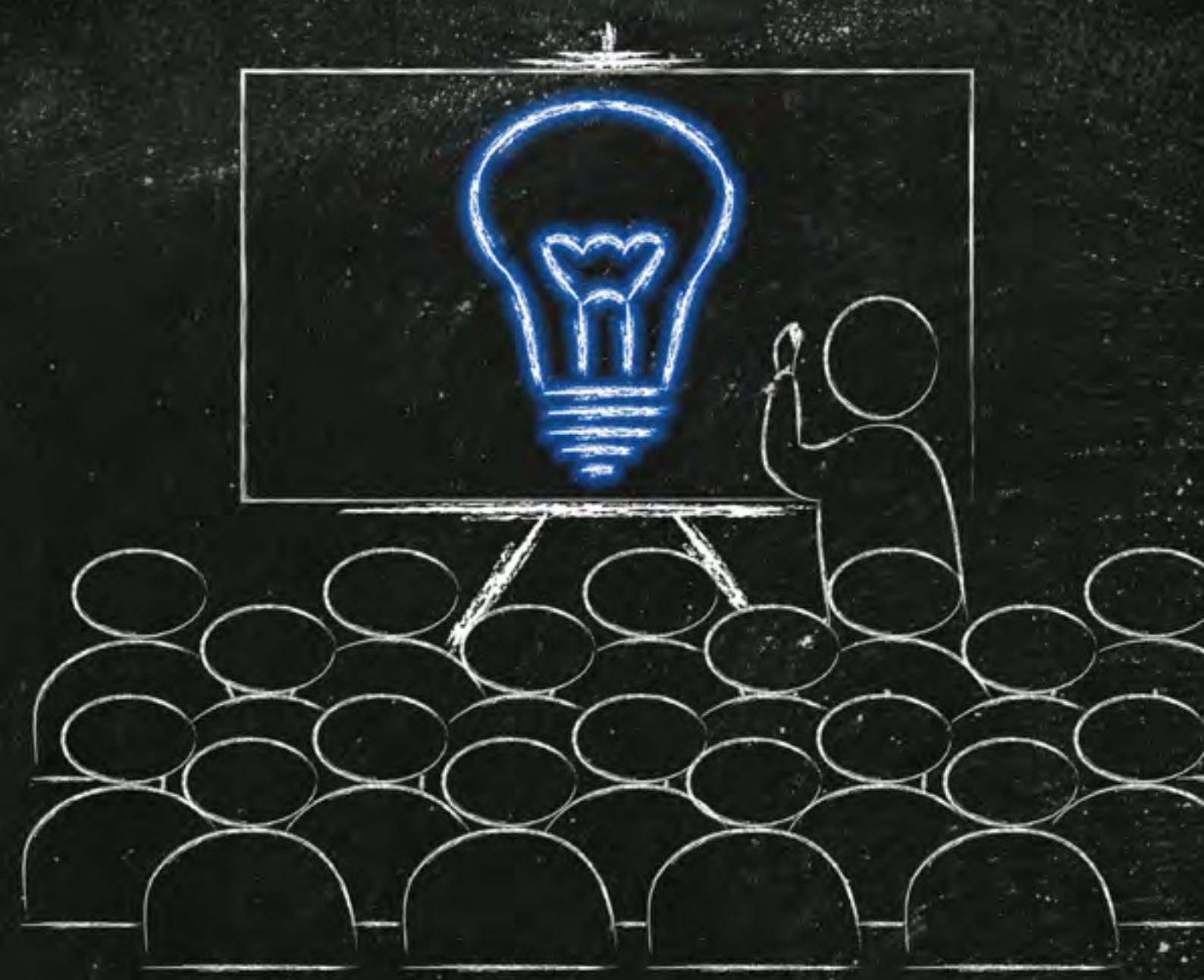
# Masterclass Overview

We often have to deal with difficult or demanding people in our everyday work life. These occurrences can be very challenging because few people have been taught how to approach and resolve potentially difficult situations with unhappy customers, clients or staff. If not handled properly, these interactions can easily turn emotional and unproductive with long term consequences on customer relations and staff morale.



Fortunately difficult people are well studied and psychologists have found a great deal on the origin of their behaviour and subsequently on how best to deal with them. This interactive masterclass uses the latest psychological research and provides several concise easy-to-use formulas that delegates can use to deal with challenging situations promptly.

The masterclass is packed with exercises, relevant case studies and role plays that enables participants to understand the methods better and practice them immediately.



## Participants Will Learn

By the end of this course, participants will be able to:

- ✓ Use the right **mental attitude** to minimise the effect of difficult encounters
- ✓ Choose the right **responding style** when dealing with challenging customers or people
- ✓ Have **constructive conversations** by staying focused and in control
- ✓ Select an appropriate **conflict resolution** style to get maximum results
- ✓ **React to confrontations quickly** and efficiently while maintaining emotional balance
- ✓ Identify **toxic words** and handle them while maintaining the conversation efficiency
- ✓ Identify the **type of difficult people** and respond accordingly

# Masterclass Modules

## UNDERSTANDING WHY SOME CUSTOMERS ARE DEMANDING

- Understand that difficult customers don't start out being exhausting to manage.
- Understand the series of events that has led to their current state.
- Learn the warning signs and how they lead to customers becoming upset or demanding
- Learn to prevent the escalation of an upset customer.



## THE IDEAL STRATEGY

- What is the best mental attitude with challenging people?
- What is an ideal long term strategy?
- Why self-examination is important and how best to do it?
- How to deal with conflicts, physically and emotionally
- How to commit to action and get optimum results



## BUILDING RAPPORT

- Understand that people like people who are like them.
- Learn how you might be unconsciously communicating your own preferences rather than understanding your customers'
- Learn techniques to help you minimise the communication differences between you and your customer.





## RESPONDING PROPERLY AND PROFESSIONALLY

- What are the four responding styles, when to use them and where you should avoid using them?
- How to avoid unpredictable reactions to your comments by observing and analysing the other person for specific signs
- How to listen and respond emphatically and connect when needed

## ENGAGING IN A CONVERSATION

- What to do to stay focused on a conversation.
- What is 'click-wirr' and how to use it in a conversation?
- How to ask good questions based on your encounter.
- What non-verbal signals you should be aware of and use?

## HANDLE CONFLICTS WITH EASE

- What is the optimum process of conflict resolution?
- What are conflict resolutions styles?
- How to use the styles in sequence to get maximum results

## DEAL WITH CONFRONTATIONS

- What is APA communication model and how to use it?
- How to use the 5-Step Guide to Confrontations
- What can be learned from confrontation examples?

## DEALING WITH REACTIVE AND TOXIC WORDS

- How to prevent a challenging conversation by choosing the right words
- What are the toxic statements, phrases, gestures and attitudes that can significantly affect your conversation and interaction?
- How to avoid using them and handle people who use them on you

## LOOK FOR BEHAVIOUR PATTERNS

- What are the characteristics of difficult people and how to deal with them?
- What are the example behaviours?
- What are the origins of theirs behaviour?
- How to use these patterns to handle difficult people

## DEALING WITH UNREASONABLE CUSTOMERS

- Learn to identify the Unreasonable Customer.
- Understand their behaviour and how to deal with it.
- Learn to deal with the customer who tries to take advantage of the company.
- How to deal with customers who refuse to accept rules, laws, procedures or available solutions.



# The Philosophy behind the Masterclass

Dealing with difficult or challenging customers or staff is one of the most demanding parts of everyone's professional life. If not properly versed in the correct way to handle these situations, these interactions can consume a lot of time and energy and can leave you feeling vulnerable and emotionally drained. Understanding the characteristics of difficult people, why they are acting in the manner they are and the origin of their behaviour will give you the skills to deal with them more effectively.

This masterclass aims to introduce simple yet effective techniques that can be used in dealing with different challenging people or situations. Participants are encouraged to look at difficult behaviours from different angles and use a suitable style of responding in each case. The exercises in the masterclass are designed to familiarise participants to common challenging situations and enable you to use your newly acquired skills in dealing effectively with every scenario you may be faced with.

Unfortunately, many guidelines are all too easy on paper. For example, most people know that they should not be emotional when in a conversation. However, telling participants, "Please don't be emotional" doesn't really help. Instead, the masterclass provides easy to follow formulas that can be remembered and used assertively in order to achieve the overall objective.

