

# Dealing with Difficult and Demanding Customers

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## Course duration/times

One Day

## Why attend?

This course gives you the skills and attitude you need to deal with difficult customers in a professional and calm way. Delegates will learn how to distance themselves from any personal remarks and respond professionally without entering into arguments.

## Who should attend?

This course is designed for anyone who deals with customers either face to face or over the telephone.

## Topics covered

- Who are your difficult and demanding customers?
- Factors that contribute to difficult behaviours
- Understand different types of any customers
- Manage difficult situations
- Learn how to say no when you can't say yes
- How to give unwelcome news
- Handle criticism, put-downs, arrogance, persistence or patronising behaviours
- Professional guidelines for handling extreme and unacceptable behaviours

## Dealing with Difficult and Demanding Customers *continued*

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By the end of the course, delegates will be able to:

- Understand why some customers communicate differently
- Learn to deal and manage difficult customers calmly
- Identify different types of customers
- Be in control of saying “NO”
- Demonstrate an air of control, professionalism and confidence with challenging and demanding customers

### Extra encouragement

The skills learnt on this course will be invaluable to anyone whether in a customer facing role or over the telephone.