How to Deal with Difficult and Demanding Customers in Today’s Marketplace

Studies show that frontline customer service and sales staff are being forced to deal with a growing number of difficult and demanding customers every day.

With more educated consumers in the marketplace, the ability of frontline staff to manage customer expectations is now central to a company’s ability to maintain a profitable and loyal client base.

How to Deal with Difficult and Demanding Customers provides a practical and fresh approach to provide frontline staff, sales professionals and managers with the skills necessary to effectively deal with growing list of demanding customers they face.

If you are looking to give your staff the skills they need to better manage the demands of the modern consumer, this program offers you a proven system and practical strategies that can make an immediate difference in your workplace.
How to Deal with Difficult and Demanding Customers

Poor management of challenging customer conversations can result in three significant negative outcomes:

1. Low staff moral and reduced job performance (diminishing productivity)
2. Increased absenteeism and staff turn-over ( Increases in costs for the business)
3. Loss of customers and revenue (decrease in profits)

Without meaningful strategies in place to help staff manage the mental and emotional impacts of dealing with an increasingly demanding customer base, companies run the real risk of burning out their people and losing their customers in the process. In this workshop, you will learn practical skills that enable you to defuse difficult situations and better manage demanding customers. You will learn how to:

Regain Control
- By using a strategic framework for spotting and understanding difficult personalities
- Proactively manage difficult behaviours through targeted communication process
- 3 easy to apply strategies to remain calm and solution-focused in tense or confrontational situations.

Reduce Conflicts
- Quickly and respectfully disarm customers who make personal attacks
- Confidently defuse conflict situations and maintain a positive relationship
- Employ a series of effective negotiation strategies to resolve issues and rapidly eliminate complaints and grievances.

Remain Resilient
- Not take complaints personally and deal with the issues
- Learn how to keep your own emotions out of the conflict
- Follow a step-by-step system of mindfulness and self-care strategies that really work.

This workshop can be delivered in a variety of formats for your convenience:
- 90 minute interactive presentation
- Half-day workshop
- Full-day workshop.

For further details or to book please contact Elizabeth Williamson
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“If you’re looking for captivating and compelling speaker who brings authority, authenticity and humour to the important topic of conflict resolution, look no further than Elizabeth Williamson. She can provide your audience with invaluable insights about how to effectively manage conflict in business and family life.”
Paul McCarthy, Founder of the Marketers Club.

About Elizabeth Williamson
Nationally Accredited Mediator, MSocSc Counselling, BASW
Elizabeth Williamson is the Founder and Principal of Elizabeth Williamson Solutions, providing excellence in conflict resolution skills coaching, training and consulting. With over 30 years’ experience in conflict resolution Elizabeth is an accredited mediator, who has worked with large corporations, finance industry, government, SMEs and NGOs.