

# Managing Difficult Customers



## Rationale:

It is true to say that over the last decade, the world has been forced to evolve and grow more rapidly than ever before. New technological advancements designed for better communication, faster more effective processes and productivity, the list goes on. However these new advancements have created a whole new breed of annoyances for us to contend with. Mobile phone usage, email spammers, internet hackers, web misuse and abuse all creating even more difficult people.

A new breed of difficult people all with varying demands, wants and needs making your life more stressful and unpleasant.

We must always remember that there is no reason for difficult unpleasant people to get in the way of our personal and workplace performance.

Techniques and skills learnt in this course will assist you in understanding and preventing disruptive and annoying behaviour; you will be able to overcome the obstacles that difficult people present in your life.

## Who Will Benefit?

Anyone who is in a position that requires dealing with customers/clients, sales or customer service. This course is also a very good back to basic program for salespeople who would like to tune up on their basic customer service skills.

## What Is the Duration?

Open-schedule Public Course:

**One Day**

*(When listed on our open schedule calendar)*

In-house:

**One or Two Day**

*(Depending on the content covered and intensity of learning required)*

## Module One:

### Understanding and Dealing with Conflict:

Understanding and Dealing with Conflict  
Myths about Conflict  
Four Basic Types of Conflict  
Resolving Conflict in Four Easy Steps  
Dealing With Hurt and Anger

## Module Two:

### Dealing with Difficult Customers

Being Assertive when Dealing With Difficult Customers  
Dealing with Difficult and Frustrated Customers  
Six Steps to Negotiating Positive Outcomes

## Module Three:

### Behavioural Styles

Understanding Behaviour and Its Effects  
Customer Behaviour Styles  
Consequences of Behavioural Styles  
Three Basic Behavioural Styles

## Module Four:

### Behavioural Response

Is Stress Always Negative  
Fight and Flight Principals  
Choosing our Responses  
Basic Rights and Principals of Survival  
Affirmations (Controlled Self Talk)

## Contact Us

### Zealmark Group

Phone: +64 9 573 1484

Fax: +64 9 573 1485

Email: [info@zealmarkgroup.co.nz](mailto:info@zealmarkgroup.co.nz)

[www.zealmarkgroup.co.nz](http://www.zealmarkgroup.co.nz)

