



HANDLING DIFFICULT CLIENTS

Course Code: BSE06 | Duration: 1 Day

Course Description:

Providing exceptional customer service isn't always straightforward—customers often have elevated and, at times, seemingly unrealistic expectations. This course empowers participants with practical strategies to confidently manage challenging customer interactions. Learn how to de-escalate tense situations, address concerns professionally, and turn difficult encounters into opportunities to build lasting customer loyalty. By mastering these skills, you'll not only resolve conflicts effectively but also leave a positive, lasting impression.



Who Should Attend Handling Difficult Customers Training?

- Frontline Staff
- Customer Service Representatives
- Complaints Handlers
- Call Centre Agents

Benefits From Attending The Training:

- Learn to recognize the factors that lead to challenging customer interactions
- Develop advanced questioning and listening skills to address complaints effectively
- Gain techniques to remain calm and professional in high-pressure situations
- Build confidence to assertively handle difficult conversations while maintaining professionalism

Course Contents:

- **Understanding:** Explore causes of customer difficulties and learn to identify key triggers
- **Communication:** Face-to-face, phone, and written communication impacts customer interactions
- **Reactions:** Maintain emotional and professional resilience in high-pressure situations
- **Confident Communication:** Strategies to communicate effectively and professionally under stress
- **Turning Complaints Around:** Resolve dissatisfaction and transform negative situations
- **Saying "No":** Assertive techniques to decline requests while maintaining positive relationships
- **Managing Emotions:** Tools to control anxiety, anger, and fear during confrontational moments
- **Conflict Prevention:** De-escalate tensions and prevent situations from spiralling out of control

***BESPOKE COURSES | All of our courses can be easily tailored to suit any company.
Course duration and level can be changed, depending on content, company & individuals***