



Working With Difficult Customers

Fundamentals of Customer Satisfaction & Loyalty

Studies indicate that having satisfied customers is not enough. Today we must strive to create “raving fans” if we want long-term customer retention. This means every employee who has contact with customers must have two things: 1) a customer vision and 2) practical skills on how to treat customers. This workshop works on both goals.

Defining Customer Satisfaction & Retention

- Why customers become unhappy
- When & why customers stop buying
- The cost of losing a customer
- What is a “Raving Fan?”
- When and why unhappy customers buy from you again
- Win–Win versus Win–Lose dynamics

Handling Difficult Customer Situations

- Four customer conflict personalities
- The “Conflict Box” model
- Understanding degrees of customer conflict
- Handling angry customers
- Situations that upset customers
- What do customers really want?
- Resolution concepts
- 15 Resolution steps
- When and how to make a referral to management

Customer Communication Skills

- Why “First Impressions” are important
- Understanding a customer’s emotions and decisions
- The harmful effects of not listening to customers

Problem-Solving Skills

- Defining problem characteristics
- Problem-solving process
- Problem-solving outline
- Getting agreement on problems
- Asking the right questions
- Basic brainstorming techniques

Maximizing meeting effectiveness

- Follow up
- Expressing gratitude

