

retail training



DEALING WITH DIFFICULT CUSTOMERS

DURATION: 1 days

OVERVIEW:

Nobody wants them but everybody's got them. Dealing with difficult customers can be a daunting task even for trained professionals.

Difficult customers can tell us a lot about our business and this gives us an opportunity to fix things. Failure to deal with the problem in the appropriate manner can lead to disaster for both the individual concerned and the organisation.

EXPECTED OUTCOMES:

The ultimate goal of this course is to provide delegates with the necessary skills to turn difficult customers into happy, satisfied, loyal ones.

Delegates will have the necessary skills to build their confidence, allowing them to tackle the problem head-on and get a fantastic result.

CONTENT:

- Understanding the importance of managing difficult customers effectively
- Be able to understand the customer complaint completely before deciding on a course of action
- Use of effective questioning and listening techniques
- Use of the LAST technique as a guide
- Choosing the right words and phrases
- Offering more than one solution
- Role plays and action plan for back on the job