

# WEBINAR: How to Handle Difficult Customers



## Overview

Customers are vital because they are the source of a company's revenue. Without customers, there would be no business. One must exert every effort to attract and retain customers, as they are essential for survival and expansion. Even if this means customers are difficult to handle.

Therefore, this seminar focuses on the techniques of managing customers, even if they are difficult to handle. Techniques to convert them into satisfied customers will also be presented.

## Objectives

At the end of this training, participants will be able to:

- Recognize the impact of personal set of skills on customer interaction.
- Identify and articulate key components of a positive customer experience.
- Identify how to handle customer complaints to transform them into satisfied customers.
- Apply the importance of keeping the customers satisfied.

## Who Should Participate

- Customer Service Representatives
- Front liners
- Team Leaders
- Business owners
- Anyone interested in acquiring skills for managing difficult customers

## Key Topics

- I. Introduction
  - a. Who are your customers?
  - b. To what extent is the customer always right?
- II. Nine (9) types of difficult customers and how to handle them
- III. Additional handling techniques
  - a. Start with a positive attitude
  - b. Allow the customer to vent
  - c. Show empathy
  - d. Establish you understand
  - e. Solve the problem with the customer
- IV. Develop self-awareness and self-regulation
- VI. Activities

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

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