

# Delivering difficult messages to customers (half-day)

## Overview

Delivering difficult messages to customers can be challenging at the best of times, whether it's external or internal customers or other stakeholders.

When the customer is upset, angry or disappointed, conversations can get heated, and we inadvertently make it worse through the innate response of fight, flight or freeze. This could include the wrong choice of words or mismatched energy. But, if we can make it worse, we can also make it better.

This half-day classroom workshop looks at these issues and provides knowledge and strategies to help you and the customer keep calm. This then enables everybody to come to an understanding about the reality of the situation and the way forward.

## Objectives

- Understand why people behave the way they do
- Assess and deal with your own emotional triggers
- Discover your own conflict handling style(s)
- Say 'No' assertively whilst showing respect

## Format

A very practical, interactive half-day session for a maximum group size of 12. The style is very facilitative and learner-centred, taking into account the needs and preferences of the group on the day whilst at the same time delivering the programme as agreed with the client in order to meet the specified learning objectives.

## Expert trainer

Scott focuses on helping people to understand people. People make purchases, people sell to people. Even internet selling platforms are designed by people. People want to be happy when they make their purchase. Scott applies positive psychology techniques to his training and encourages participants to build on their core strengths and attributes.

Working in the retail banking sector, Scott formed a strong framework of customer service sales and service standards, interacting with customers face-to-face or on the telephone, including via customer contact centres. He then used this expert knowledge and skill to train and coach colleagues. After leaving the corporate world Scott developed his experience as an independent trainer and coach with a wide range of businesses and sectors including retail, hospitality, travel, finance, technology, wholesale, education, charities, utilities, legal and manufacturing.

## Workshop outline

- 1 Identify situations / behaviour you find most challenging**
  - Work with colleagues to discuss specific examples
  - What makes them so difficult?
- 2 The role played by emotion**
  - What are your emotional triggers?
  - How can you stay calm in difficult situations?

**Any questions? Please just give us a call on 01582 463464 – we're here to help!**

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### **3 Handling conflict situations**

- Taking the H.E.A.T. out of the situation
- What's your preferred way of handling conflict?
- Planning our conversation

### **4 Actions and next steps**

- Personal action planning
- Next steps

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