



How do you handle someone who accuses you of being unreliable or incompetent? Or who threatens you with dire consequences unless you give in? It is easy to believe that anger, attacks and tricks are just part of his basic nature, and that there is little you can do to change this behavior. But the real need is to deal successfully with his underlying motivations.

Only 4% of upset customers bother to contact the offending company – 96% simply choose to take their business to the competitor. This **Managing Irate Customers** course will train employees how to turn irate customers into your most valued marketing resource. The **Managing Irate Customers** course provides employees immediate solutions to customer's

complaints and provides ample opportunity to “role play” their new skills.

Participants in **Managing Irate Customers** will learn to:

- How to establish trust with someone who is mad
- Listen constructively
- Avoid trigger words and phrases
- Redirect customer aggression
- Ask questions that lead the customer to a positive conclusion
- Turn the irate customer into your best salesperson

Course consists of:

- Small and large group discussions
- Facilitator lead exercises
- Communication exercises
- Role playing by facilitator and participants

Organizational Benefits:

- Fewer complaints from both customers and employees
- More satisfied customers
- Customers spreading positive words and becoming salespeople for your company

If you would like more information, or a complete quote, for having this course delivered in your organization, please contact us!
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