

Calming Upset Customers

How do you make your upset customers happy? What can you do to ensure upset customers will return, will be satisfied, and will refer others to you? It's the little things that pay off big. We'll discuss what upset customers want, how to calm them, and how to retain their business.

Upset customers are a part of every organization. If they are responded to promptly and professionally they will become some of your most loyal customers. You'll learn how to do this.

Key Benefits of Attending:

You'll assess your calming skills and attitudes.

Understand what behaviors and attitudes are key to calming upset customers.

You'll learn why it's critical to calm upset customers.

Unsatisfied customers create tension, stress and a bad reputation for your organization. You actually *want* your customers to complain. Understand how to turn a complaint into a learning opportunity.

You'll understand why customers become upset and how to be proactive to head off any annoyance.

Often customers become upset at things that could be avoided. Learn how to look for possible irritants you can eliminate.

You'll understand what upset customers want.

Sometimes what *we* think customers want is different than what they really want. Learn how what your customers want from you when there is a problem.

You'll be able to listen effectively to customers' needs and complaints.

By listening completely, the upset customer's needs or problems can be solved more fully and quickly.

You'll know how to prevent customers from becoming upset.

Your personal presentation, body language, and words make a significant difference as to whether a customer will be happy—or upset.

You'll know how to calm the upset customer.

If upset customers are responded to promptly and professionally they will become some of your most loyal supporters. Learn how to create agreeable, win/win solutions..

You'll be more confident in dealing with upset customers.

Customers can tell if you can take care of their issue or not. If you project confidence, they will remain calm, but if you seem unsure, they'll escalate their problem to your manager. Learn how to take care of 95% of the customers' concerns yourself.

Morgan Seminar Group

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A Proven Agenda (full-day, or delivered in 2 half-days)

Assess yourself

Assess your calming skills and attitudes.

Understand the difference between "difficult" and "upset."

Why is it important to calm upset customers?

Upset customers don't return.

Word of mouth spreads quickly.

Complaining customers who are satisfied will buy again.

Why do customers get upset?

A customer could be upset because of many things.

What are avoidable upsets?

How can you be proactive to head off annoyances?

What can you do to prevent their upset?

Your personal presentation (grooming, dress) sets the tone.

What do upset customers want?

Being aware of negative listening habits and learning positive ones.

Defusing defensiveness.

Once they're upset, how to calm them

What do upset customers want?

More words to watch.

After the customer is gone

Course Objectives:

Participants will:

- Respond pleasantly to customer complaints.
- Empathize with the customer.
- Learn how they can reduce the chances a customer will get upset.
- Know how to turn an upset customer into a satisfied, loyal customer.
- Understand which words are "fight starters" and "communication beginners."
- Know how to listen more effectively during tense situations.
- Be able to compose him/herself after the altercation, in order to professionally assist the next customer.
- Know how to defuse customer anger.
- Practice calming behaviors.

Needed Materials:

- *Calming Upset Customers* book, \$13.95 each

Additional Reinforcement Materials:

- *Beyond Customer Service* book, \$13.95
- *Measuring Customer Satisfaction* book, \$13.95
- *Twenty Ways to Improve Customer Service* book, \$13.95

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