

# Okefenokee Technical College and Waycross-Ware County Chamber of Commerce presents the second quarter 2010 Lunch & Learn Program.

**Date and Time: Thursday, May 13, 2010, 11:30am til 1:30pm.**

**Location: Room 210 at OTC**

**Registration: \$20 for 1st participant, then \$15 for each additional participant from same business  
Call Heather at the chamber office to make your reservations: 912-283-3742.**

**Lunch will be provided and served at 11:30am.**

**Deadline for Registration: Monday, May 10, 2010 at 5:00 pm**

## Course Topic - *Managing the Difficult Customer*

### Course Description

When asked to describe the most difficult part of their jobs, most service people cite two major obstacles — customer problems and angry customers! Let's face it. These types of conflict are a part of service. Service providers don't look forward to encountering difficult customers, but they should! Because the difficult customer provides an obvious opportunity to resolve a problem.

Only one in twenty dissatisfied customers complain. The other nineteen don't complain or become difficult. They just walk away and tell ten to twenty other people about their negative experience. This kind of advertising can be deadly to a company's service image. This is why those of us who work in service should welcome customers who voice complaints and be prepared to solve problems and restore their goodwill.

During this course, participants will learn to appreciate difficult customers and to become more comfortable dealing with conflict situations. They will learn skills and techniques to calm angry customers and to resolve their problems. Through role play and other activities, participants will practice confronting angry customers and applying problem solving techniques.

Generally, people may choose one of three basic approaches when facing conflict. These approaches are aggressive, assertive or passive.

Customer problems create conflict. Most people, including service providers, do not enjoy conflict. If service people felt more comfortable handling conflict, perhaps difficult customers would not be so difficult! A lesson about conflict may be learned from nature.

### Course Objectives

Information, activities, and practices provided during this course will enable the student to:

1. Accept conflict as a natural part of service.
2. Respond more effectively to difficult customers and situations.
3. Recognize and calm angry customers.
4. Listen to better understand the problem and the customer's feelings.
5. Express empathy with the customer's feelings and problems.
6. Demonstrate three different ways to agree with customers.
7. Apologize effectively when service failures occur.
8. Present the customer with options for resolving the problem.

