



# Dealing with Difficult Customers Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

**Our Dealing with Difficult Customers course has been designed to teach you all about the art of dealing with difficult customers. You will learn how to manage conversations, deal with difficult behaviour, identify triggers and negotiate.**

This one-day **Dealing with Difficult Customers** course has been designed to address the need for managing difficult people and behaviour in the work place.

The course will give learners the skills needed to **understand challenging customers** (internal and external) behaviours and deal with them effectively. They will appreciate the reasons that drive customer behaviours and **develop an issue focused mindset to deal with difficult situations.**

The course will be conducted in a **highly interactive and participative environment** that uses real-life case stories, examples and scenarios to get participants to think and apply different strategies to handle difficult people.

At the end of the course learners will have the **techniques to deal with difficult customers**, manage their stress levels and **remain professional during conflict situations.**

*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

**Dearbhla Casey, HR Manager, Irish Country Meats**



*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

**Aoife O'Rourke, Key Account Manager, Tool & Plastic**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose This Course

DCM Learning's Dealing with Difficult Customers course has been designed to teach you all about the art of dealing with difficult customers. This course will teach you the techniques to deal with difficult customers, manage their stress levels and remain professional during conflict situations.

## Specific reasons to choose this course:



**Experienced:** We have trained over 185 individuals successfully in Dealing with Difficult Customers over the last two years.



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field.



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

## You're in Good Company

We have delivered the Dealing with Difficult Customers programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





# Dealing with Difficult Customers Course

## COURSE OVERVIEW

This one-day workshop has been designed to address the need for managing difficult people and behaviour in the work place for all staff.

The course will give learners the skills needed to understand challenging customer (internal and external) behaviours and deal with them effectively. They will appreciate the reasons that drive customer behaviours and develop an issue focused mindset to deal with difficult situations.

## LEARNING OUTCOMES

By the end of the course each learner will:

- Have a step-by-step approach to handling difficult situations with confidence
- Be able to negotiate with customers to offer solutions that suit
- Be able to remain calm and confident during difficult customer conversations
- Understand how to cope with anger, fear and stress and the effect this has on themselves and others
- Have a refined toolkit of techniques to avoid aggressive situations at work
- Have techniques to help prevent incidents from escalating

Below you will find a proposed course outline detailing the topics that could be covered on the training programme.



# Course Contents

## TOPIC 1: UNDERSTANDING CUSTOMER BEHAVIOURS

- Building rapport, communication and trust with clients
- Understanding different personality types
- Use effective interpersonal skills to improve negotiating outcomes

## TOPIC 2: MANAGING THE CONVERSATION

- Managing the conversation using a Master Strategy: T.A.L.K.
- Defusing - proven methods to control the situation
- Hot phrases and words to avoid

## TOPIC 3: HANDLING DIFFICULT CUSTOMERS

- 6 Steps to dealing with difficult people
- Proposing a solution that you can deliver on
- The importance of delivering on our promises

## TOPIC 4: MANAGING AGGRESSIVE BEHAVIOUR

- How to recognize aggressive/unreasonable behaviour
- Verbal and Non-verbal behavior to help defuse aggression
- What not to do
- Motivating others towards a win/win outcome
- Follow up procedure - debriefing management; sharing information with colleagues;
- Coping with aggression after the event



## Ann O'Brien

### Training Associate

Ann O'Brien is among Ireland's most experienced and successful trainers in Customer Care and Communication Techniques. She has over fifteen years of involvement with some of Ireland's largest and most dynamic companies.

Ann had a pioneering role in the formation and successful development of Banking 365, Bank of Ireland's award-winning telephone banking service, which registered 98% satisfaction rating within one year.

Extensive group participation, team building and motivational exercises are central to all of Ann's training programmes. While providing highly effective customer care training, Ann simultaneously motivates learners and gives them a renewed sense of confidence and pride in their new roles.

Some of Ann's achievements include:

- Played an instrumental role in Banking 365 winning the following accolades at the Irish Call Centre of the Year Awards over the years including Best Customer Service Delivery (twice) and Call Centre of the Year
- Programme Coordinator, Irish Management Institute
- Diploma in Management, Irish Management Institute

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*"Ann O'Brien is a wonderful, experienced, sincere and motivating trainer. Honestly I couldn't say enough good things about her. She had the whole group engaged from her very first sentence and used the information I had given her so well."*

Sarah Hamilton Young, Customer Service Manager, Xtratherm

**Xtratherm**<sup>®</sup>  
More than insulation



# Inhouse Training, One Size Doesn't Fit All.

**Does your team need training for Dealing with Difficult Customers? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%





## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

**DUBLIN**

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