

MARKETING

Indicator 2.05 - Resolve conflicts with/for customers to encourage repeat business.

Why learn to handle difficult customers?

Good for your _____ – saving a customer

Good for the _____ – they will be happier

Good for _____ – you learn how to handle challenges

Stew's Rules

Rule #1 – The customer is _____!

Rule #2 – If the customer is ever wrong, _____ Rule #1

There is always a reason for the way a customer behaves..

You just may not always know what it is and not always be able to figure it out, It may be that:

They are having a _____

Their mind is on things that have _____ with your business

Difficult Customers

No such thing as a “_____” difficult customer

Come in all shapes and sizes

_____ business is exempt from encountering them

You must effectively deal with difficult customers

Rise to the occasion, so they will come back again

Every business _____ returning customers to generate profits

Types of Difficult Customers

_____ Customers

Argumentative

Impatient

Leave-me-alone

Irritable/Moody

Insulting

Complaining

How to handle Disagreeable Customers

Argumentative – ask, simple polite questions

_____ – agree first on common points

Leave-me-alone – be patient

Irritable/Moody – _____

Insulting – be neutral

Complaining – _____

Domineering/Superior Customers

Want things done THEIR way because they know best

Handle them by letting them have their say

Suspicious Customers

Doubts the salesperson's knowledge

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Handle by _____ and _____ good service

Slow/Methodical Customers

Indifferent

Indecisive

Handle by not overwhelming them

Dishonest Customers

Customers _____

Handle by not jumping to quick conclusions

Examples: Switching racks, Changing prices, Etc.

Staying in CONTROL

C _____
O _____
N _____
T _____
R _____
O _____
L _____

Handling Customer Complaints

Complaints are a not necessarily a _____ thing!

Complaints give the business an opportunity to _____ something that might improve service and stop the problem from reoccurring

Only _____% of customers share their concern ~non-complainers are a problem because the business never has a chance to address the issue

Reasons for customer complaints

Genuine error

Bad service

Misunderstandings

Poorly written instructions

Suggestions for improvement

Etc.

Costs, Benefits, and Importance of Appropriately Handling Complaints

It is much _____ to retain a customer than replace them – do not lose sales because of an i _____ handled complaint!

Appropriately handling complains allows customer's voices to be heard – they feel of importance to the company therefore building loyalty,

Procedures for Handling Complaints

_____ – completely and openly

_____ – to ease tension

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- _____ – to show you understand
- _____ – if needed, from a supervisor
- _____ – Agree on a plan of action and follow through