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Dear Reader:

Thank you for your interest in our book, Defusing Hostile Customers For The Public Sector.

In this chapter, you'll learn about what's inside the book, and read a bit about the history of this unique workbook and training and learning tool designed to help you learn how to deal more effectively with angry customers.

The Table of Contents presented here can be used as a road map for learning, or developing your own training seminars that include both basic and advanced techniques for defusing hostile customers.

We will be posting the book, chapter by chapter, on our site, <http://angrycustomer.org>

Purchasing Information:

You can purchase this book in a number of formats, including the complete downloadable version, or the printed version. Here are your options.

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Sincerely yours

Robert Bacal

Robert Bacal



Defusing Hostile and Angry Customers Seminar Fact Sheet

Some of Our Government Clients For This Seminar

Ontario Registrar General
City of Pickering
Alberta Student Finance Board
Alberta Department of Labour
Alberta Environmental Protection
Alberta Department of Education
Alberta Human Rights
Alberta Advanced Education
Alberta Bureau of Public Affairs
Saskatchewan Legal Aid
Saskatchewan Dept. of Education
Saskatchewan Post Secondary Ed.
Saskatchewan Dept. of Labour
Manitoba Driver Licensing
Manitoba Housing
Manitoba Public Insurance
Manitoba Worker's Compensation
Manitoba Motor Vehicles Branch
Manitoba Liquor Control Comm.
Manitoba Residential Tenancies
Manitoba Crop Insurance
Manitoba Land Titles
Assiniboine Community College
Immigration Canada
Training & Development Canada
Mb. Canada Business Centre
Winnipeg Property Assessment
City of Pickering

Who Will Benefit From This Seminar

Employees (including supervisors or managers) who deal with difficult, angry and volatile clientele in person or on the phone.

Benefits & Outcomes

- More complaints & problems can be dealt with without managerial involvement.
- Reduction of time needed to manage or resolve difficult situations by applying non-argumentative techniques to help clientele "hear"
- Increases workplace safety through prevention.
- Increases staff confidence dealing with volatile situations.

Special Seminar Features

- Built from the ground up for government staff and situations but custom designed for other sectors
- All seminars custom-designed and use examples and cases from your workplace
- Uses script analysis techniques to provide practice opportunities - a low stress approach.
- Builds both specific skills and understanding of angry and hostile dynamics, so participants can continue to improve "on the job".
- Seminar manual serves as both workbook and reference book.
- Cost effective. Costs can be as little as \$90.00 per person for customized seminars.
- By training all staff in your workplace, allows staff and managers to work together as defusing teams.

Seminar Options

- Available in half-day, one day, two

day formats.

- One day seminar can be split into two half-day seminars delivered on consecutive days.

What Do Participants Learn?

- ◆ How to prevent small conflicts from becoming time-eating, stress-provoking situations
- ◆ How to maintain self-control amidst the insults and threats.
- ◆ How to time and sequence responses so clients will listen.
- ◆ How to counter the physically intimidating person.
- ◆ How to use language to prevent escalation and increase cooperation.
- ◆ How to use techniques to get angry or hostile people to listen and stop arguing.
- ◆ How to avoid sounding bureaucratic.
- ◆ How to set and enforce limits when client behaviour is unacceptable.
- ◆ How to terminate conversations properly and effectively.
- ◆ How to deal with telephone hostility.
- ◆ How to work with supervisor to deal with situations more quickly.
- ◆ How to defuse as a team.
- ◆ How to provide for "face-saving" outs for clients.
- ◆ Managing involvement of supervisor/manager.
- ◆ Using time-out tactics with adults.
- ◆ Dealing with audience situations.

Can't arrange a seminar? Order our self-instructional workbook designed specifically for government (please turn over)



What's Inside? Key Topics

Introduction

The Nature of Angry, Hostile & Abusive Behaviour

Overview of The Defusing Process

The Art of Self Control

Starting Off Successfully

The Art of Cooperative Language (Preventing Conflict Through The Words We Use)

Verbal Self-Defense Techniques

Acknowledgement Tactics

Countering Non Verbal Intimidation

Referral Techniques

Time-Out!

Problem Solving

Assertive Limit Setting

For Supervisors & Managers

Special Situations

Telephone Hostility

Intoxicated People

The Environment

Audience Situations

Team Defusing

Dealing With Threats

Cultural Issues & Conflict

Closing Comments

Most chapters include hands-on practice opportunities, and the chance to compare answers to the correct ones provided. On-the-job application exercises are also included.

Introduction:

Government staff have to deal with all manner of hostile and angry behaviour from members of the public. It's not fair but it comes with the territory. When hostile and volatile situations occur it is YOUR behaviour, and that of your staff that will help determine whether the situation escalates, or whether it cools down so something positive and constructive can happen. While some people have developed some skills in defusing, very few people are able to consistently use the many strategies and skills needed to build bridges across stormy waters.

Now in its third edition, this "seminar in a book" has been lauded by government clients throughout North America, for its uniqueness, completeness and applicability to the public sector.

Defusing Hostile Customers Workbook For The Public Sector is chock full of specific techniques that can be used on the job immediately to shorten abusive interactions and reduce complaints "up the line". It presents a basic framework for understanding manipulative and angry people. At 200+ pages, it walks you through the defusing process and teaches you the "uncommon skills of defusing". Based on our popular seminar, it includes exercises and assignments people can use to practice the skills so they are available when really needed.

Who Will Benefit From This Workbook

Any government employees (including supervisors or managers) who deal with difficult, angry and volatile clientele in person or on the phone.

Special Features:

- Based on our popular seminar for government staff. Can be used in addition to, or instead of seminar attendance.
- Only book on the market intended exclusively for government staff.
- Can be read through, or used as a workbook.

- Exercises for extensive practice and application are included for each set of skills.
- Has been used by every provincial government and the federal government.
- Practice exercises included are accompanied by examples and explanations so users can assess their progress.

Ordering Information

Available in traditional book form, and in instantly downloadable Adobe Acrobat format.

- Buy single copies directly from us at our online store at <http://bacalassociates.com> or via amazon.
- If you prefer NOT to order online, call us at (613) 764-0241 or email at ceo@work911.com

Multiple copy pricing can save you up to 50% off the unit price, but the ordering process is different. Please call or email for details.

Steve Katz (MN Government) Amazon Review: The *Defusing Hostile Customers Workbook (Third Edition 2010)* by Robert Bacal is the best material I've ever seen on this subject. It gives the government worker everything he or she needs to defuse hostile customers. I can unequivocally recommend this book for any government worker who regularly deals with hostile customers. The business case for buying this book is that angry customers eat up lots of organizational time and energy, particularly when they decide to climb the organizational ladder with their complaints.

Autumn Bell Amazon Review: Robert Bacal has filled a niche that has been empty for too long...and written exercises in each section help readers apply the material. We have tried these techniques here at work and the results have been outstanding. I highly recommend this book for anyone who encounters customers, clients, patients, students, or members of the public - whether you work in the public or the private sector. This is the best source on handling customers you can find!

Benjamin Schiltz (Ontario) Amazon Review: A MUST READ! for anyone who is a government employee or call centre rep who deal with people on a daily basis. I am about to work for a call centre and I find this book easy to understand and easy to learn. I am one very satisfied customer indeed. thank you.

DEFUSING HOSTILE CUSTOMERS WORKBOOK

FOR THE PUBLIC SECTOR

3RD EDITION - 2010

BY

ROBERT BACAL, M.A.

Published By McGraw-Hill	Other Publishers
Performance Management - A Briefcase Book	If It Wasn't For The Customers I'd Really Like This Job (Forthcoming)
Perfect Phrases for Customer Service: Hundreds of Tools, Techniques, and Scripts for Handling Any Situation	If It Wasn't For My Co-Workers I'd Get Along With Everyone At Work (Forthcoming)
The Manager's Guide to Performance Reviews	Conflict Prevention In The Workplace - Using Cooperative Communication
Perfect Phrases for Performance Reviews : Hundreds of Ready-to-Use Phrases That Describe Your Employees' Performance	A Critical Look At Performance Management Systems - Why Don't They Work
How To Manage Performance: 24 Lessons to Improving Performance	Defusing Hostile/Volatile Situations For Educators (In Development)
The Complete Book of Perfect Phrases Book for Effective Managers	Complete Idiots' Guide To Consulting (Out of Print)
Perfect Phrases for Setting Performance Goals : Hundreds of Ready-to-Use Goals for Any Performance Plan or Review	Complete Idiots' Guide To Dealing With Difficult People (Out of Print)
Perfect Phrases For Managing Your Small Business	
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TABLE OF CONTENTS

Preface To The Third Edition - 2010.....	xi
But Things Change -- About This Edition	xi
Chapter I	1
Introduction.....	1
What's Happening Out There?	1
The Government Context	1
Who Pays The Price?	2
You CAN Do Something About It	2
Using The Workbook	2
Caveats	3
Important Note On Safety	3
Final Note	3
Chapter II.....	5
The Nature of Hostile, & Abusive Behavior	5
Some Definitions	5
Anger	5
Angry Behavior	5
Hostile/Abusive Behavior	6
Verbal Abuse	6
Non-Verbal Abuse	7
Violence	7
Implications & Key Points	7
Where Does Hostile/Abusive Behavior Come From?	8
In The Beginning	8
As The Child Develops	9
And In Adulthood...	9
The Purpose of Hostile/Abusive Behavior	10
The Rules of The Abuse Game	11
The Bait Concept	11
More Rules	13
Rule 1: When attacked you will respond defensively.	13
Rule 2: When attacked you will counterattack.	13
What Angry People Need And Want	14
They Want What They Want	14
They Want Help	14
They Want Choices	15
They Want Acknowledgment	16
How Angry Situations Escalate	16

Chapter III.....	23
Overview of The Defusing Process	23
Introduction	23
Review	23
The CARP System - A Master Strategy	25
Control	25
Quick Analysis	27
Acknowledge	27
Refocus	27
Problem-Solve	27
Important Points	28
Principles of Defusing	29
Principle 1: Deal With The Feelings First	29
Principle 2: Avoid Coming Across As Bureaucratic	29
Principle 3: Each Situation Is Different	30
Principle 4: Strive To Control The Interaction	30
Principle 5: Begin Defusing Early	30
Principle 6: Be Assertive, Not Aggressive Or Passive	30
Principle 7: If You Lose Control of Yourself, You Lose. Period!	31
Principle 8: What You Focus On, You Get More Of	32
Principle 9: Don't Supply Ammunition	32
Principle 10: Don't Ask Questions You Don't Want To Hear Answers To	33
Principle 11: Avoid Inadvertent Errors	33
Principle 12: Avoid High Risk, High Gain Behavior	34
Chapter IV.....	39
The Art of Self-Control	39
Introduction	39
How Do We Lose Self-Control?	39
Tactic 1: Identifying Your Triggers	40
Tactic 2: Slow Down Your Responses	41
Tactic 3: Take A Time Out	41
Self-Talk Strategies	41
Tactic 4: I'm Better Than That	42
Tactic 5: I'm Not Getting Suckered	42
Tactic 6: I Won't Pay The Price	42
Tactic 7: Put On Their Shoes	43
Section Summary	43
Getting Prepared	43
Tactic 8: Observing	43
Tactic 9: Preparing	44
General Stress Management Issues	44
Tactic 10: Humor	45
Tactic 11: Venting/Not Venting	45
Chapter Conclusion	45

Chapter V.....	49
Starting Off Successfully.....	49
Introduction	49
Tactic 12: Greeting	49
Eye Contact	50
Posture	50
Tone of Voice	50
Content	50
Acknowledgment	51
Effective Timing	51
Tactic 13: Generating Rapport	51
Tactic 14: Using Names	52
Chapter Conclusion	53
Chapter V Exercises & Assignments	54
Chapter VI.....	57
The Art of Cooperative Language.....	57
Introduction	57
Type 1 & Type 2 Language	57
Type 1 Language - Confrontational Language	57
Type 2 Language - Cooperative Language	58
Tactic 15: Appropriate Use of Type 1 & Type 2 Language	60
Tactic 16: Use of We	60
Tone & Word Stress	61
Tactic 17: Using Appropriate Tone & Word Stress	61
Hot Phrases & Words	62
Tactic 18: Avoid Hot Words & Phrases	62
Tactic 19: Avoid Repeating Hot Words & Phrases	62
Using Questions	63
Tactic 20: Replace Some Statements With Questions	63
Chapter VII.....	67
Verbal Self-Defense Techniques	67
Introduction	67
Review	67
Self-Defense Principles	68
Tactic 21: Use Surprise	68
Tactic 22: The WHEN Question	69
Tactic 23: Going To Computer Mode	70
Tactic 24: The TOPIC-GRAB	70
Tactic 25: The Broken (Stuck) Record Technique	71
Tactic 26: Telephone Silence	72

Tactic 27: Allow Venting	73
Tactic 28: You're Right	73
Chapter Conclusion	74
Chapter VIII.....	79
Acknowledgment Tactics.....	79
Introduction	79
Review	79
Tactic 29: Empathy Statements	79
Examples	80
Guidelines	80
Tactic 30: Listening Responses (Active Listening)	82
Chapter Conclusion	83
Chapter IX.....	87
Countering Non-Verbal Intimidation.....	87
Introduction	87
Taking Meaning From Non-Verbal Behavior	87
Cultural Differences	88
Countermeasure Strategies	88
Tactic 31: The Stand-Up Shuffle	89
Tactic 32: Distraction	90
Tactic 33: Equalizing Height	91
Chapter Conclusion	91
Chapter X.....	93
Referral Techniques	93
Introduction	93
Tactic 34: Referring to Supervisor	93
Doing It Right	94
Tactic 35: Planning For Referral	96
Tactic 36: Referring To Third Party	96
Tactic 37: Directing Person's Anger	97
Chapter Conclusion	98
Chapter XI.....	101
Time-Out!.....	101
Introduction	101
Tactic 38: Disengaging	101
Plausible Reasons	103
Variations	103
Concluding Points	103

Chapter XII.....	107
Problem Solving.....	107
Introduction	107
What Is Problem Solving?	107
Tactic 39: Define Customer’s Concerns & Problem	108
Analysis:	109
Tactic 40: Provide Information	109
Tactic 41: Offer Alternatives & Suggestions	109
Tactic 42: Follow-Thru, Follow-Up	110
Some Support Tactics	110
Tactic 43: Create Agreement	110
Tactic 44: Give Away Something	111
Chapter Conclusion	111
Chapter XIII.....	115
Assertive Limit Setting.....	115
Introduction	115
Assertive Limit Setting	115
Definition	116
Tactic 45: Describe Unacceptable Behavior	116
Tactic 46: Request Behavior Change	116
Tactic 47: State Consequences	117
1. Use Cooperative Language	117
2. Use Enforceable Consequences	117
Tactic 48: Offer Choice	118
Enforcing Limits	118
Then What Happens?	119
Chapter Conclusion	120
Chapter XIV	123
For Managers & Supervisors.....	123
Introduction	123
Reinforcing Defusing Tactics	123
Tactic 49: Model Appropriate Behavior	123
Tactic 50: Support Skill Building	123
Tactic 51: Debriefing With Staff	124
Tactic 52: Recognize Appropriate Behavior	124
Work Environment Safety	125
Tactic 53: Conduct A Safety Audit	125
Tactic 54: Create Policy On Violence	125
Tactic 55: Communicate Safety Policy	126
Tactic 56: Communicating/Explaining Other Policies To Staff	127

Tactic 57: Effective Reversing of Employee Decisions	127
Chapter Summary	127
Chapter XV	131
Customer Interactions Through Media.....	131
Introduction	131
Before We Even Start!	131
Understanding the Changes Pushed By The New Media	132
The Effect of the Medium	133
Telephone Communication	133
Tactic 58: Use A Stronger Tone	134
Tactic 59: Use a Very Quiet Volume	134
Tactic 60: Use More Obvious Word Stresses	134
Tactic 61: Always Summarize	135
Tactic 62: Use Follow ups/Written Note When Possible	135
Tactic 63: Use Other Relevant Tactics	136
Tactic 64: Telephone Silence Revisited	136
Tactic 65: Chronic Nuisance Caller Tactic	136
Tactic 66: Having And Using Referral Resources	137
Communication Via E-mail	138
The Reliability Issue	138
Tactic 67: Modify Your E-mail Mindset	139
Tactic 68: Use An E-mail Disclaimer Notice	139
Tactic 69: Use E-mail Follow-Ups	139
Tactic 70: Use Other Follow-Up Methods	139
E-mail: Not Conversation, but Not Letter Communication	140
Tactic 71: Treat E-mail As The Impulsive Medium It Is and Ignore The Bait.	140
Tactic 72: Move Away From E-mail For Emotional Content	140
Tactic 73: Be Prepared For Lack of Comprehension and Structure For Comprehension	140
Social Media and Communicating With Customers	141
Short Form Social Media (Twitter, Status Updates on Facebook, LinkedIn)	142
Tactic 74: Use Twitter (short form) to send information - adjunct to other methods.	143
Tactic 75: Monitor Twitter for Discussions of Your “domain”/department	143
Tactic 76: Respond to Negative Tweets once in public, then shift to e-mail/phone	143
Tactic 77: Always Ask Person/Customer For Permission to Contact in e-mail/phone	143
Tactic 78: Write Simple, One Topic Short Form Messages	144
Longer Form Communication Via Internet (Social Media, Blogs, Websites)	144
Tactic 80: Attend To The Layout of Your Articles/Posts, Not Just The Content	144
Chapter XVI	145
Audiences, Groups, Crowds and Mobs.....	145
Introduction	145
Group Dynamics Change Behavior	145
Accidental and Incidental Audiences	145

Tactic 81: Observe Customer For Signs of Playing To Accidental Audience	146
Tactic 82: Check The Bystander Emotional Temperature	146
Tactic 83: Smile, They ARE Watching	147
Tactic 84: Control the Waiting Area Atmosphere Through Communication	147
Tactic 85: Remove The Audience Or The Customer	148
Dealing With The Ally/Friend/Companion (Theirs)	148
Tactic 86: Use Eye Contact/Body Language to focus	148
Tactic 87: Remove, Separate, Isolate	149
Tactic 88: Use A Team Approach	150
Delivering Presentations To Resistant and Hostile Groups	150
Tactic 89: Know When You Are Headed For Trouble Or Being Attacked	151
Tactic 90: Focus On The Best Possible Outcome	151
Tactic 91: Have Faith In The Group Process and In Human Beings.	151
Tactic 92: Enhance Credibility	152
Tactic 93: Prepare Properly	152
Tactic 94: Focus On The Concerns of Your Audience	152
Tactic 95: Preempting Objections and “Their” Issues	153
Tactic 96: Balance, Not Propaganda	153
Tactic 97: Team Up	153
Tactic 98: Techniques For Side-Tracking, Direct Insults, Heckling and Interruptions	153
Chapter Conclusions:	154
A Team Approach To Defusing Hostility	155
Introduction	155
Questions:	155

Chapter XVII159

Special Situations.....159

Intoxicated People	159
Tactic 99: Work To Termination	159
Tactic 100: Keep It Simple	159
Tactic 101: Slow and Easy	160
The Environment	160
Tactic 102: Provide Reading Material	160
Tactic 103: Re-evaluate Your Environment	160
Dealing With-Threats	161
Tactic 104: Find Out Your Organization’s Policy	161
Tactic 105: Report All Threats	161
Cultural Issues And Conflict	161
Perception of Government	161
Communication/Tone of Voice	161
Interpersonal Distance	162
Eye Contact	162
Language	162
Specific Tactics:	162
Tactic 106: Avoid Stereotyping	162
Tactic 107: Observe Carefully and Be Open To Learning	162
Tactic 108: Don’t Yell	163

Tactic 109: Be Patient And Understanding	163
Chapter XVIII	165
Closing Comments	165
Introduction	165
Tactic 110: Remind Yourself	165
Tactic 111: Review Progress	165
Tactic 112: Keep A Hostility Diary	166
Tactic 113: Defuse In Your Private Life	166
Tactic 114: Talk To Colleagues	166
Tactic 115: Revisit This Book	166
Tactic 116: Read Other Books	166
Tactic 117: Take My Course	167
Concluding Remarks:	167
Our Contact Information and Resource Centers	167
Appendix A	169
Exercise Answers	169

PREFACE TO THE THIRD EDITION - 2010

Written originally in 1995, and updated in 1998, *Defusing Hostile Customers Workbook for The Public Sector* has continued to be in demand, despite limited availability. It just keeps on selling, and I think one reason is that few authors or writers are interested in writing books intended to help people in the public sector interact more effectively with members of the public -- their customers. There wasn't much competition when this book was written originally in 1995, and there isn't much competition now.

There are other reasons this book has been popular. The content is unique, even within the broader context of customer service across industries, accounting for why so many purchasers are not actually IN the public sector, but still want this book. While we cover a lot of basic techniques to deal with the difficult and unpleasant customers, we also include a number of advanced tactics that most people have never really heard of or seen, because we've adapted them from Psychology or Psycholinguistics.

Add to the mix that the book is a true workbook, with exercises and 'jobwork', and really is a "seminar" in a book, and you have the reasons for the ongoing popularity of this title.

BUT THINGS CHANGE – ABOUT THIS EDITION

Things change though, perhaps not as much as some people would like us to believe, but certainly, there are new technologies to contend with, even if people haven't changed quite so much. Like everyone else, our ideas grow and change too, and that's a major reason for the writing of this new 2010 edition.

It was just time to do a major rewrite of the book, improve the writing, and add updated material that reflects our improved understanding of customer behavior. Since we had to do a major overhaul, we also decided to increase the availability of this book by accessing other distribution channels, and to publish it so it could be available through online resellers and offline bookstores.

Overall we've added about 20% new material, and there are now 117 tactics compared to 80 in the earlier editions. We've made better use of the pages by removing a lot of empty space, and editing the text so it's tighter, and that's how we were able to add material without increasing the page count.

It is a MUCH better book now and I very much hope that you and your colleagues will benefit by staying saner, safer, and becoming more effective in dealing with a public that still does not easily trust those who work in government.

I'd love to hear from you. Drop us a line at ceo@work911.com.

Robert Bacal

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Casselman, Ontario, Canada