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:

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Sincerely yours

Robert Bacal

Robert Bacal
Defusing Hostile and Angry Customers Seminar Fact Sheet

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)
Defusing Hostile Customers Workbook For Public Sector

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:
- 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 your 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.
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To stay up to date on other publications by Robert Bacal, including our helpcard lineup for busy learners be sure to drop in to http://busylearners.com

### Other Books By Robert Bacal

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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

March, 2010
Casselman, Ontario, Canada