Thank you for your interest in our training delivery package — Dealing With Difficult Customers In Government. While the package is still under development, we anticipate it will include:

- Extensive Training Leader’s Manual
- In-class participant's work package
- Complete Powerpoint Presentation Slides
- Several hours of live support/consulting time to help you get up to speed.

Attached is the second section — the in-class guide that walks trainers through the beginning of the seminar, and the very first class exercise. It’s a preliminary version, but it will give you an idea of whether our to-be-released training program is suitable for your government and NGO training programs.

Please visit http://customerservicegov.com which is where more excerpts and details about the course will be released. Information will be available there on the main pages and/or in the blog area.

We also welcome your comments and suggestions.

Yours truly

Robert Bacal

Robert Bacal, M.A.
1. Very Brief Introduction, Welcome, and Housekeeping ................................................................. 5 minutes
2. Power of Language Exercise ....................................................................................................... 15 minutes
3. Intro to Government Roles, Course Overview, Introduction of material purpose, goals

Government Is Different
Overview of course
Overview of the learning material

4. Psychology of Customer Anger
— What They Need To Say or Become Calm ........................... 10 minutes

5. Establishing The Critical Defusing Principles (case study intro) ........................................ 15
— 20 minutes

6. Take Control: Starting Off Successfully ...................................................................................... 10 minutes

7. The Pre-Emptive Strike (explanation and case study application) .............................................. 10 minutes

8. Carp Model
— It’s All About Timing
........................................................................................... 10 minutes

9. Acknowledgment Techniques................................................................................................. 10-15 minutes

Empathy
Listening

10. Overview of Verbal Self Defense Techniques And Techniques ................................................. 30 minutes

You’re Right
Telephone Silence
Topic Grab
Broken Record
Countering Non-Verbal Intimidation (OPTIONAL)
Distraction Technique
When Question
Neutral Mode

11. Assertive Limit Setting/Saying No .............................................................................................. 20 minutes

12. Time Out/Take A Break (OPTIONAL) ........................................................................................... Optional

13. Referrals, Passing The Buck, Redirection of Anger (OPTIONAL) ................................................ Optional

14. Dealing With The Audience (OPTIONAL) ..................................................................................... Optional

15. Briefly About Self-Control (OPTIONAL) ...................................................................................... Optional

16. Policies and Procedures ............................................................................................................... 15 minutes

17. Wrapping Up
— What Next To Keep Improving And Action Planning and Q&A ...................... 15 minutes

— It’s All About Timing

— You’re Right
**Principle:** It’s important to get participants involved as quickly as possible. For this reason the opening — in effect a welcome. You’ll be explaining more about the course after the first exercise.

**Show:**

Have the title slide for the course up and projected prior to arrival of participants. This helps people know they are in the correct place.

**Greet:** It’s always a good idea to be available to greet all participants as they arrive. Welcome them, and it’s highly suggested that you interact a bit, one on one, with people as they come in, and seat themselves. It’s a good opportunity to learn about their knowledge and attitudes relevant to the course.

Here’s an example of how to do it.

*I’d like to welcome all of you to [insert course title]. I’m [name], and we’re going to be looking at some of the many techniques and methods you can use to deal effectively with difficult and challenging customer situations, so you can reduce the time needed, and to stay in control of the situation and your own stress levels.*

*[you will probably want to mention “housekeeping” items, like location of washrooms, mentioning mid...]*

*Since we have limited time, let’s take a very quick look anywhere we’re going with the course.*
Learning Points:

- What you say and how you say it determine perceptions, which in turn affects anger levels, increases or decreases customer emotional responses, and affects the amount of time it takes to work with challenging customer situations.

- Differences between cooperative and confrontational language. Characteristics of each.

- People have considerably more power and influence over how a conversation goes, than you might think.

Exercise—Power of Language

the exercise sheet (page 5)

Exercise Instructions:

Usually when you attend a seminar, the first few minutes are spent introducing the group leader and each other. We're going to do it differently.

What I'd like to do is have you tell me what kinds of things I could say as part of how I introduce myself that would set myself up to be challenged, might create a poor impression, and would suggest to you that our time together is going to be unpleasant, boring, irrelevant, and generally a waste of time.

What we’ve started to do here is define two different types of language — one that creates frustration, anger, and conflict, called confrontational communication, and its opposite, language that tends to encourage people to work together, called cooperative communication.

Whether at the beginning of an interaction, or all throughout, the words you choose to use will have a huge impact on how the conversation goes. That means you have a lot more power over what happens.

Show Slide #3

Cooperative Language:

- you are willing to consider other person's position
you recognize you COULD be wrong (but not likely)
invites person to discuss rather than challenges
has a milder, cooperative tone
leaves room for choice
tends to blame nobody
helps customer save face

Confrontational Language:

you are absolutely certain you are right
challenges the other person to back up what they say
has a harsh, confrontational tone
the other person has no choices
the customer is to blame

Quickly Exercise: Convert Confrontational To Cooperative
page 6

We always send out this information to customers
Better: It’s odd you didn’t receive the information.
Perhaps it’s just gotten lost somewhere.

Sir. There is no point arguing with me. I don’t make the rules.
Better: Sir, I don’t think I can help you with this but I know just the person who might be able to help.

You have to lodge your appeal with our Claims Appeal Department
Better: There’s a way for you to appeal the tax assessment. Would you like me to explain how to go
If you want to pursue it, the best thing is to contact our […]

If you’d read the form, you’d know why your application was rejected.
Better: Perhaps you didn’t get a chance to look at the information on the form, so let me help you with
It’s easy to get lost with these forms, so I’d be glad to help you complete it.

Slide # 4