

Bacal & Associates

• Websites: Bacalassociates.com and Work911.com • Email: ceo@work911.com •

November 22, 2012

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:

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, -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.

Preview Copy - Do Not Reproduce

—

Preview Copy - Do Not Reproduce

Preview Copy - Do Not Reproduce

◆
◆
◆

—

—

—It's All About Timing

◆
◆

◆ You're Right

◆
◆
◆
◆
◆
◆
◆
◆

—

Preview Copy - Do Not Reproduce

Preview Copy - Do Not Reproduce

**Slide
1**

Principle: It's important to get participants involved as quickly as possible. For this reason the open— in effect a welcome. You'll be explaining more about the

Show:

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

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 at where we're going with the course.

**Slide
2**

Preview Copy - Do Not Reproduce

Learning Points:

♦

♦

♦

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.

page 5

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

**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
- r dʌ ləd r r lghu hr hushu r sr l l r
- 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
- h r p h u g r h r d h d r

Quick 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**

Preview Copy - Do Not Reproduce

