

# Dealing With Difficult Customers



**International Insurance Institute, Inc.<sup>SM</sup>**

PROVIDING SPECIALIZED MULTI-LEVEL SUPPORT TO INSURANCE ENVIRONMENTS

[www.InsuranceInstitute.com](http://www.InsuranceInstitute.com) 504.393.4570

# OVERVIEW

Dealing with Difficult Customers workshop is designed especially for underwriting and claims professionals. Staying effective during unpleasant situations is the hallmark of the most successful customer service people. The main objectives of this course are to explain the psychology that governs upset customer behavior, suggest steps to take after the customer is gone, present strategies for successful customer encounters, and advise customer service people about their actions and attitudes.

Upon the completion of the course, attendees will have learned: why it's important to calm upset customers; why we sometimes want customers to complain; things we can learn from upset customers; why customers become upset (not the obvious); what we can do to avoid customers getting upset; how the words we use make a difference; what the upset customer wants; how to diffuse defensiveness; and what to do after the encounter is over.

- ▶ Understanding customer demands and complaints
- ▶ Dealing with the snide comment
- ▶ Dealing with the assertive/demanding customer
- ▶ Dealing with the angry customer
- ▶ Dealing with the talkative customer
- ▶ Dealing with the unreasonable customer
- ▶ How to diffuse defensiveness
- ▶ Gaining customer cooperation
- ▶ Gaining customer trust

