

Winning with Difficult Customers™

*“Mr. President, don’t you want to destroy your enemies?”
Lincoln was asked after the civil war. He replied, “Is that not
what I do when I make them my friends?”*

MISSION:

How Can You Say To The Most Difficult Customer
In The World... Come and Get Me!”

Who are your most difficult customers? Who are the most difficult people in
your life? Customers? Spouse? Boss? Colleagues? Learn how to transform
these frustrating relationships and make them work smoothly.

YOU WILL LEARN HOW TO:

- ▶ Apply six strategies to win with the most difficult people in your life
- ▶ Recognize the symptoms and causes of difficult customers and seven critical
ways to respond
- ▶ Use question power and high performance listening to understand your
Customer’s most complex problems
- ▶ Unlock the mystery of customer behavior by understanding “Left Brain/
Right Brain” thinking
- ▶ Calm down the angriest customer and maintain control
- ▶ React when criticized unfairly - keeping your head, your cool and your
control.

SEMINAR ATTENDEES SAY IT BEST:

“I learned most by example; you showed remarkable patience with the
gentleman who had an insolvable problem. My day is filled with,
“I’ve tried that... it doesn’t work!”

– Tom Kretz, Consultant, Lincoln County School, St. Catherines, ON

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