



# Handling Difficult Customers

*I serve, therefore I am.*



**KEEP  
CALM**

**I'M A**

**FIREFIGHTER**

**A one-day comprehensive skill building workshop  
on the what, how and why of great customer service**

## **OUTCOMES**

By the end of the workshop, you would be able to



predate and develop a mindset shift that focuses on the 'customer' instead on the complaint



learn to firefight with a problem solving framework without wallowing in flames yourself



use a mix of pacing and assertiveness to maintain sanity and self esteem in the face of abuse or outrageous demands



learn to not expect gratitude in the short term. Or even in the longer term and be okay with it



learn not to answer rhetorical questions, to listen to understand and empathize before you educate



understand why 'i don't know' is never acceptable and solutions often lie in 'between' the two extremes



learn to identify the different types of difficult customers and adopt an appropriate strategy



learn to say 'no' with a yes by understanding how trigger words like 'no' and 'but' create pain in the listener's mind



understand and internalise that its not personal whether or not its intended to be so



learn to separate the ball from the player; the demand may be wrong, the person isn't

## What?

A comprehensive skill building workshop on the what, how and why of handling difficult customers. Customer service is amongst the most stressful and thankless jobs and that's to speak nothing of dealing with angry customers. Learning to handle, manage and placate unreasonably demanding clients is as much a functional as a survival skill.

## How?

The pedagogy adopted is a proven and powerful mix of concepts, experiential learning and real time skill building. The internet is littered with an endless stream of 'secrets' & 'tips' for dealing with difficult customers. Well, the secret is that there is no secret. What works phenomenally well for one person simply doesn't cut it for someone else. The idea is to identify and build on one's own strengths and consciously and consistently work on development areas.

## Why?

Because whilst the customer may not always be right, it is never right to tell him that he is wrong. Because most well meaning efforts to appease and assuage a fuming customer end up flaring the situation further. Because expectations have given way to entitlement. Because awareness + internalisation = intelligence.

## Who?

People who wish to develop a problem solving framework & maintain their self esteem in the face of vitriol, abuse and unreasonable demands. Customer facing frontline staff, escalation managers, team leads, firefighters in general. (Limited to 20 people)

## When & Where?

• Bangalore • Chennai • Delhi • Hyderabad • Pune • Mumbai

## Investment?

Early Bird Pricing: ₹7999; Standard Pricing: ₹9999. Includes a knowledge toolkit and a one-on-one session post the workshop. Exclusive of taxes.

Note: We follow a full on-the-spot refund policy in the event of the individual being dissatisfied with the workshop.

## RSVP/ How can I register?

Registration is easy and simple : You can call us at 91 - 98846-46392, or write to us at [hr@thegamechanger.in](mailto:hr@thegamechanger.in) or visit our website : [www.thegamechangers.co.in](http://www.thegamechangers.co.in)

## Session outline

### Context Setting

**Understanding the conscious, subconscious & pre conscious brain**

**Ten Essential Skills For Handling Difficult Customers:**

- FireFighter Mindset
- Breathe. Speak. Pause
- Listen to Understand
- Self & Customer Trigger Points
- Pacing
- Manage Expectations
- Assertiveness
- Empathise before you educate
- Professional & Personal
- It's not about you

**Understanding Types of Difficult Customers:**

- The Hot Potato
- The Know It All
- The Compulsive Digresser
- The Fickle Minded Joe
- The Genuinely Smart Alec

**Live Simulations**

- Role Play

**Action Planning**

- identify three clear competencies to be worked upon
- make a specific and measurable list of 'to-do' things with deadlines
- do a round feed forward with the other participants of the workshop.

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*I have attended a lot of workshops on different skill sets, but this has to be the most rewarding experience ever on all counts - facilitation, quality of learning, depth of discussion down to the practical and implementable nature of the concepts covered.*

**– Rashmi Gautam (Pearson Education)**

*A workshop with Yogesh is simply a collection of 'truths'. It is a wonder how he combines and balances stuff so flawlessly. Introspective without being overbearing, the workshop worked for me at both an awareness and application level. I came out a more aware person.*

**– Teena Jose (Vodafone)**

*First thing I noticed about Yogesh is that he is sensitive to audience expectations, apprehensions and needs to a fault. He consciously and effortlessly creates an environment that brings us out the best in us and affords an opportunity to learn, unlearn and relearn.*

**– Juanita Ruth (Hewlett-Packard Global)**

## About the facilitator:

Yogesh Parmar is the founder of GameChangers - India's first fully integrated and diversified learning and development services enterprise - and a renowned & celebrated speaker, consultant & coach. Recently nominated to the prestigious and select list of 100 Emerging Leaders in Asia by World Consulting & Research Corporation (WCRC), he is a certified master trainer and has helped ignite and sustain significant performance excellence for 15000+ people in Fortune 100 & 500 organisations like Accenture, Hewlett-Packard, Wipro, Pearson, Airtel, United Health Group, Interglobe & Alcatel-Lucent.



Uniquely skilled with a non-condescending, animated and inclusive style, his workshops synthesize subject matter expertise with the eclecticism of behavioral sciences, liberal arts & the ground realities of the day. With an almost surreal ability to cull uncommon insights and 'connect' the dots, he is a perennial people lover who disarms and engages with his audience - spanning different geographies, sensibilities and worldviews - with iceberg knowledge and self deprecation.

## About us:

GameChangers is India's first and only fully integrated and diversified people development enterprise offering end-to-end learning and development services that ignite and improve individual and organizational performance significantly within a tangible, measurable and context specific framework.

Our value proposition is building people capability and eco-systems that enable sustained excellence. Our suite of services - constituting performance consulting, L&D process outsourcing, behavioral, life and soft skills boot camps, entrepreneurship labs, performance arts based experiential programs - help a global clientele that includes Fortune 500 corporate houses, budding SMEs, international consulates, eminent universities and prominent schools foster and sustain holistic excellence.

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