London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 08 February 2026 To 12 February 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

In today's competitive business environment, dealing with difficult customers is an inevitable part of the job. This course, "Handling Difficult Customers Professionally," is designed to equip professionals with the skills and strategies needed to manage challenging customer interactions effectively while maintaining a high standard of professionalism and service quality.

Objectives

- Understand the psychology behind difficult customer behavior.
- Learn effective communication skills to defuse tense situations.
- Develop strategies for staying calm and professional under pressure.
- Gain techniques for turning challenging interactions into positive outcomes.
- Implement follow-up procedures to enhance customer satisfaction and loyalty.

Course Outlines

Day 1: Understanding Customer Behavior

- Introduction to Customer Psychology
- Identifying Types of Difficult Customers
- Recognizing Triggers and Hot Buttons
- The Role of Empathy in Customer Service
- Case Studies: Difficult Customer Interactions

Day 2: Communication Skills for Defusing Conflict

- The Art of Active Listening
- Verbal and Non-Verbal Communication Techniques
- De-escalation Strategies
- Role Playing: Practical Communication Scenarios
- Handling Criticism and Negative Feedback

Day 3: Maintaining Professionalism Under Pressure

- Stress Management Techniques
- Setting Boundaries and Limits
- Personal Development and Self-Care Routines
- Building Emotional Resilience
- Workshop: Responding Professionally in Real-time

Day 4: Turning Challenges into Opportunities

- Identifying Opportunities in Customer Interactions
- Problem-Solving Approaches
- Negotiation Skills in Service Recovery
- Using Feedback for Continuous Improvement
- Group Activity: Creative Solutions and Positive Outcomes

Day 5: Implementing Follow-Up and Customer Retention

- Importance of Follow-Up in Customer Service
- Building Long-Term Customer Relationships
- Case Study: Successful Customer Retention Strategies
- Feedback Collection and Utilization
- Creating a Personal Action Plan for Service Excellence