

Managing Difficult Customers Training

A Guide for Participants, Line Managers & HR Teams

Course Details

Duration: 4 Weeks | 4 Sessions (3 hours each)
Delivery: Live Online Training
Cost: £425 + VAT per person

Why attend this course?

Many employees are confident dealing with customers most of the time, but difficult conversations can quickly become challenging when emotions run high, expectations are unclear or complaints escalate.

This practical programme equips participants with the skills and confidence to handle difficult customer interactions professionally, communicate effectively and turn challenging situations into positive outcomes. Participants will learn practical techniques to defuse tension, build rapport and strengthen customer relationships.

Who is this course suitable for?

This course is ideal for employees who:

- ✓ Deal with customers regularly by phone, email or face-to-face
- ✓ Handle complaints and challenging conversations
- ✓ Want greater confidence when dealing with difficult behaviour
- ✓ Need to maintain professional relationships under pressure
- ✓ Want to improve customer satisfaction and service outcomes
- ✓ Manage customer expectations

Common challenges this course will address

- Responding effectively to angry, upset or frustrated customers
- Managing conversations when emotions begin to escalate
- Maintaining professionalism under pressure
- Setting boundaries without damaging customer relationships
- Adapting communication styles to different personalities
- Turning complaints into positive outcomes

What previous learners say

"Enjoy it and participate as much as you can because Jono really can challenge you (in a good way!)" **Rafael Rodriguez Egui, Nagra**

What will participants be able to do afterwards?

Following the course, participants will be able to:

- Understand customer needs, expectations and motivations more effectively
- Adapt their communication style to influence positive outcomes
- Use assertiveness techniques to maintain professional boundaries
- Recognise and address the psychological factors that drive difficult behaviour
- Handle challenging customer interactions with greater confidence and professionalism
- Create positive outcomes that strengthen customer relationships

How will this benefit the organisation?

Improved customer-handling skills can help organisations:

- ✓ Improve customer satisfaction and loyalty
- ✓ Reduce the impact of complaints and customer conflict
- ✓ Build stronger customer relationships
- ✓ Increase confidence across customer-facing teams
- ✓ Create more consistent customer experiences
- ✓ Protect and enhance organisational reputation

Participants regularly report improved confidence when managing difficult conversations and greater success in achieving positive customer outcomes.

Booking Information

To reserve a place on this course, please send an email to info@sterlingtraining.org.uk. You will receive a booking form by return email.

Invoices are issued two weeks prior to the course start date with joining instructions and other course requirements communicated as necessary.

This course can be customised to the needs of your staff or organisation.

If you have any other queries or wish to enquire about closed or bespoke courses, please call us on +44 (0)23 8021 6568

This course is CPD accredited by OpenCPD and offers 12 CPD hours (or points). All participants will receive an approved CPD Certificate