



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 05 July 2026 To 09 July 2026

**Course Place:** Royale Chulan 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