



Brownlee & Associates, S.L.
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Course: Dealing with Complaints & Difficult Situations Face-to-Face

Objectives: To present, practice & use the latest techniques of Neuro Linguistic Programming & the psychology of communication in dealing with angry clients face-to-face.

Target group: Member of Customer Care teams working with internal & external clients in any type of organization and employees who have to deal with angry visitors.

Student-centred objective:

At the end of the course the trainees will be able to:

1. Clearly identify the three preferred methods of processing & communicating information and know how to identify the preferred systems of their clients in normal & stress situations so that the communication is more efficient.
2. Understand the needs, wants and lacks of each type of client and know how best to cover them.
3. Use a series of verbal & non verbal techniques designed to obtain and keep a high level of rapport with the difficult client so that it is difficult to break the personal / professional relationship. They will also be able to explain the reasons for their use.
4. Obtain better results from the time invested in communication with others.
5. Manage & resolve conflictive situations with angry clients in an elegant and professional manner thereby reinforcing the image of the organization.

Basic course content: (Can change based on the needs, wants and lacks of the client)

- The three most important factors in dealing with an angry customer.
- The psychology of an angry client.
- Perceptual positions and dealing with emotions.
- What does an angry client really want?
- Solutions: 3 legitimate concepts.
- What happens when people get angry : The response curve.
- Decision making based on the contrast technique + practical exercise
- How to obtain & keep rapport + practical exercises.
- Effective listening + practical exercise.
- How to pace and lead spoken & non-verbal language + practical exercises.
- Reflecting emotions + practical exercises.
- Reflecting emotions and content + practical exercises.
- Counter intuitive responses,
- Cognitive dissonance.
- Nominalisations vs Concrete + practical exercise.
- Language to avoid.
- Negative Vs positive orders + practical exercises.
- Effective language use.
- Most common errors.

The structure of the course is designed to follow a logical and coherent flow so that the attendees develop a solid base upon which they can build additional knowledge.

Duration: 2 days (09:00h - 19:00h) (18 hours)



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