

Psychology of The Angry Customer

Do you have a defusing customers job aid that I can keep by my counter -- something to remind me of the various techniques I could use?

In fact, we do. Many years ago we created a training takeaway, called a helpcard, for a client who wanted to provide a copy for each of their employees. It was a great success.

It's called The [Defusing Hostility LearnBytes Helpcard](#), and it's a two sided, 8.5 x 11 inch card with brief explanations of many of the techniques we teach.

It's also quite cost effective at its current price ofr \$4.95 in adobe acrobat pdf format (immediately downloadable), and we also do site licences for companies willing to buy in bulk. Obviously, though you can't really consult it during a challenging customer interaction, but that's the nature of live interactions. It's great for preparing when you know you'll deal with a difficult customer, and it also works well if you are on the phone, since you can glance at it without the customer observing you.

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