



# Discover the Cure for 'Cranky' Customers

**ALAN FAIRWEATHER**  
THE MOTIVATION DOCTOR

This programme explains a lot about, how each of us reacts when we have to deal with difficult and cranky customers. It demonstrates effective ways to deal with these customers, both internal and external.

The programme offers various skills and techniques which will allow you to choose behaviour that suits your personality. These new skills will help you achieve the best possible outcome for you and the customers you interact with.

There's nothing complicated here, only a few simple, but effective ideas that you can add to what you're already doing.

## LEARNING OUTCOMES

The overall aim of the programme is to give people the skills and confidence to deal with customers or clients who may be annoyed or upset. And do it in such a way that ensures customers return, say positive things to other people and ensure increased business.

By the end of this course, participants will have learned how to:

- Handle day to day interactions with all people that they come into contact with
- Develop skills and techniques to handle potentially negative interactions
- Create memorable, positive and caring experiences for all their customers

The programme is run in workshop fashion with team exercises and group discussion. Participants are encouraged to raise real life situations and discuss the challenges they face.

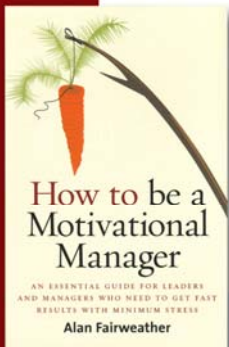
## WHO SHOULD ATTEND

Anyone who deals with customers both on the telephone and face to face.

"Thank you for your contribution to our Conference, we've had tremendous feedback and I feel we achieved all the objectives we set out to achieve, so I'm really pleased."

*Denise West, Advertising Director, Daily Record and Sunday Mail Ltd*

This best selling book is available at Amazon and other online retailers



## OUTLINE PROGRAMME

- Why customer service goes wrong and how to avoid it
- How to develop skills in non-verbal communication
- Words to use and words to avoid
- How to use positive responses
- How to handle difficult situations
- How to build rapport and a lasting relationship with the customer
- How to create a positive experience, ensure customers return and speak positively to other people.

## Action Plans

### The Motivation Doctor

Alan Fairweather is a sales motivation expert who, for the past fifteen years, has been turning 'adequate' sales and customer service staff into consistent top performers. Alan is an International Speaker, Author and Business Coach. He founded his business in 1993 and works with people and organisations to achieve business results through behaviour change.

*Schedule Alan for your next conference or meeting*



VISIT ALAN ONLINE [www.themotivationdoctor.com](http://www.themotivationdoctor.com) [www.howtogetmoresales.com](http://www.howtogetmoresales.com)

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