



Calming Upset Customers, Third Edition: Staying Effective During Unpleasant Situations (50-Minute Series)

Rebecca Morgan

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This course will demonstrate communication techniques that build customer loyalty, and how to defuse customer anger with attentive listening and empathy, focus on the customer's needs without blaming, and respond to personal accusations without becoming defensive. Customers are your most important assets, but sometimes they get upset. It's critical to learn what steps to take to address the situation quickly and tactfully, and what can be done to keep the customer coming back. You will learn how listening, nonverbal communication, feedback, and management all help to deal with an unhappy customer, and turn the situation into a positive one.

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