

### **Short Description of the Presentation:**

Everyone that has ever worked in a business has had to deal with difficult customers. The question is how well you handled them. This presentation is full of dozens of practical tips on how to not just tolerate difficult customers but how to actively reduce stress so the problem can be solved and the relationship strengthened.

### **Three Types of Difficult Customer Behavior**

- Attack
- Stonewall
- Deception

### **Strategies for Dealing with Difficult Customers**

- The value of a positive first impression
- Attitude maximizes customer acceptance
- How to handle the “fight or flight” response
- Voice tone conveys 80% of the message
- The value of taking notes while the customer talks
- Maximizing self-control
- What you eat and drink really does affect customer communication
- Lifestyle balance (balancing work, exercise, etc.)
- What you read, and listen to, affects your thinking