



MARKETING  
INSTITUTE OF  
SINGAPORE

SERVICE  
EXCELLENCE

Date:  
**6 Jan 2012**  
**18 Apr 2012**

Course Fees:  
**S\$420.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries  
Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

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6327 7586 / 583/ 582

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6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# Managing Difficult Customers

## Why You Should Attend This Course:

As service providers, we sometime find ourselves facing or handling “difficult customers”. When we have to deliver “bad news”, say “no” to customers or to people in power, we’re often tempted to placate with a “yes”. It is indeed a challenge trying to balance the need to be service-oriented and the need to deliver difficult messages to our customers. This one-day course teaches service providers how to manage difficult customer situations more effectively that work towards joint problem-solving/agreement.

## Learning Outcome:

- Identify what causes customers to be demanding or difficult and the consequences
- Recognise and manage your own responses
- Develop strategies for managing different types of difficult customers
- Gain confidence in handling customers appropriately
- Develop communication skills on empathetic listening, defusing conflict/anger, speaking assertively

## Course Outline:

### The Problem Tree Activity: Defining Difficult Customers

- Who are Difficult?
- What makes your Customers Difficult?
- Differentiating between Upset Customers and Difficult Customers

### Understanding Different Communication Channels and Their Effect

- Face-to-face Interaction
- On the Telephone

### Assertive Communication

- Ways of relating to others: being passive, assertive and aggressive
- Goal of Assertive Communication
- Benefits of Assertive Communication
- Assertive Self-Assessment
- Types of Assertion
- Assertive Communication Skills

### Strategies for Handling Dissatisfaction

- Understanding the nature of Customers’ Problems and Emotions
- Managing Our Own Responses

### Communicating confidently and calmly, under pressure and saying things in the right way

- Listening and Responding with Empathy
- Avoiding certain Triggering Words
- Defusing Phrases & The Art of Saying No

### Managing the Extremes

- When and how to address what is unacceptable

### Recharging Yourself

- Dealing with your own feelings (anger, frustrations and residue of that) after having one difficult encounter before facing the next tricky situation with a clean slate
- Exploring how our feelings influence our assumptions, where we make things up and then act as though what we made up is true

## Who Can Benefit?

This highly participative course is designed for anyone who has regular customer contact (face to face or over the telephone) and wants to develop their skills in delivering great customer service.

## Trainer’s Profile:

**Samantha Sim** is an effective trainer with a solid background in modern training techniques and concepts. She exercises competence in customer service, teambuilding, creativity, personal effectiveness and image management. She has provided training and consultancy to business professionals, corporations and government agencies. Partial list of clients include Jet Airways (India), Air Mauritius, Bosch, Performance Motors Ltd, Singapore Island Country Club (SICC), Sumitomo Corporations, Singapore Power Ltd, SingHealth, Starbucks, Shook Lin & Bok (Law Firm), ST Aerospace, The Planet Traveller, The Wright Gift, CISCO and Ministry of Education. Her spirited and innovative approach to training is filled with ideas and skills that not only makes learning fun and exciting, but also transforms human differences into core assets.

As a facilitator, she has developed her own signature program “Service Race”, an experiential approach to address service issues and implement service improvements for her clients.

In her previous appointment with Singapore Airlines (SIA), Samantha was responsible for professionalising a team of 800 cabin crew members committed to SIA Cabin Crew Training Vision of developing service professionals of distinction within a learning culture. Drawing upon ten years of multicultural experience in the airline industry, she continues to innovate and improve, offering consultancy and training in areas on Customer Service, Personal Effectiveness and Business Etiquette.

She is a B.A. graduate coupled with a M.A. from National University of Singapore. She is also a Certified Behavioural Consultant and a Qualified Colour Consultant.

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

### Managing Difficult Customers

6 Jan 2012     18 Apr 2012

(9.00am to 5.00pm)

S\$420 (subject to 7% GST)

Includes lunch & refreshments

**\*Approved for SDF funding**

Please indicate if you wish to apply  Yes  No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one) <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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