



Winning Difficult Customers



Encounter challenging customer interactions with confidence and finesse by enrolling in our intensive 2-day course on winning difficult customers. Over the course of two immersive days, you'll delve into proven techniques for de-escalating tense situations, empathizing with frustrated customers, and resolving conflicts effectively. Through interactive workshops, real-life case studies, and role-playing exercises, you'll gain valuable insights into understanding customer psychology and adapting your approach to meet diverse needs. Whether you're facing irate clients, demanding stakeholders, or disgruntled patrons, our course will empower you to navigate tricky interactions with professionalism and poise. Don't let difficult customers derail your success – join us and learn how to win them over, one interaction at a time!

Who is this course for?

If your role requires you to interact and communicate with customers or clients in your professional role, then this is the course for you!



Course fee: RM1,600 per pax

Date: 15 – 16 May 2024
Venue: MEF Academy
Time: 8.30am – 5.00pm

<https://forms.office.com/r/DWU26c51nb?origin=lprLink>

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Who is this course for?

Training on winning customer service can benefit a wide range of individuals across various industries and roles. Some of those who can benefit from such training include:

1. **Customer Service Representatives:** Frontline staff who directly interact with customers on a daily basis can enhance their skills in handling challenging customer interactions, resolving complaints, and fostering positive customer experiences.
2. **Sales Professionals:** Sales professionals who engage with clients and prospects can improve their ability to address customer concerns, overcome objections, and build rapport to drive sales and maintain long-term relationships.
3. **Managers and Supervisors:** Managers and supervisors overseeing customer service teams can benefit from training to support their team members, provide coaching and guidance, and implement best practices for handling difficult customer situations.
4. **Business Owners and Entrepreneurs:** Business owners and entrepreneurs can gain valuable insights into building a customer-centric culture, prioritizing customer satisfaction, and implementing strategies to retain and attract customers.
5. **Professionals in Client-Facing Roles:** Professionals in various client-facing roles, such as consultants, advisors, and project managers, can enhance their ability to deliver exceptional customer service and manage client relationships effectively.

Ultimately, anyone who interacts with customers or clients in their professional role can benefit from training on winning customer service.

By investing in such training, individuals can improve their communication skills, problem-solving abilities, and overall customer satisfaction, leading to greater success and growth in their respective roles and industries.



Key Take-Aways

1. **Enhanced Communication Skills:** Participants will learn effective communication techniques to convey messages clearly, listen actively, and express themselves assertively in various workplace situations.
2. **Conflict Resolution Strategies:** Participants will gain practical strategies for identifying, managing, and resolving conflicts in a constructive and collaborative manner.
3. **Active Listening Techniques:** Participants will learn how to listen actively and empathetically to understand others' perspectives and resolve misunderstandings effectively.
4. **Emotional Intelligence Development:** Participants will develop their emotional intelligence skills to manage their own emotions and navigate challenging situations with composure and empathy.
5. **Assertiveness Training:** Participants will learn assertiveness techniques to express their needs, preferences, and boundaries respectfully while maintaining positive relationships with colleagues.
6. **Collaboration and Teamwork:** Participants will understand the importance of collaboration and teamwork in conflict resolution and learn strategies for fostering a culture of cooperation and mutual respect within teams.
7. **Conflict Prevention Strategies:** Participants will learn proactive strategies for preventing conflicts before they escalate, including effective communication, setting clear expectations, and establishing open channels for feedback.
8. **Cultural Sensitivity and Diversity Awareness:** Participants will gain an understanding of cultural differences and diversity in the workplace and learn how to communicate and resolve conflicts respectfully and inclusively.
9. **Effective Negotiation Skills:** Participants will learn negotiation techniques to reach mutually beneficial agreements and resolve conflicts in a win-win manner.
10. **Personal Growth and Development:** Participants will have opportunities for self-reflection and personal growth, identifying areas for improvement in their communication and conflict resolution skills and developing action plans for ongoing development.

Course Agenda

	Day 1	Day 2
08.30am	Registration	Registration
09.00am	MODULE 1: OVERVIEW OF CUSTOMER SERVICE	MODULE 4: WINNING THE CUSTOMER BACK
10.30am	Tea break	Tea Break
10.45am	MODULE 2: UNDERSTAND WHAT BINDS US WITH CUSTOMERS	GROUP PRESENTATION
01.00pm	Lunch break	Lunch Break
02.00pm	MODULE 3: STRATEGIES FOR HANDLING COMPLAINTS	MODULE 5: STRATEGIES FOR MANAGING WORK STRESS
03.30pm	Tea break	Tea Break
03.45pm	GROUP PRESENTATION	GROUP PRESENTATION
05.00pm	End of Day 1	End of Workshop

Your Trainer – Farha Uzaimi

Farha Uzaimi is a certified trainer and coach with a fervent passion for learning and training. Her extensive experience spans across various fields including education, human resource management, coaching, instructional design, travel and tourism, hospitality, and retail.

Farha's tenure in retail and F&B industry has given her the added advantage in designing and delivering customer service programs. She has conducted a plethora of HR-related training sessions for companies such as PKFZ, Integrated Logistics Solutions Sdn Bhd, IK Academy, and Shell. Her expertise ranges from fundamental topics such as Introduction to HRM and Introduction to Organization Behavior to more specialized areas such as coaching for development. She has also been involved in conducting 1MGRIP programs, PENJANA programs, and Master Trainer Cert IV (TAE40110) Training and Assessment sessions.

She has also served on committees and advisory panels for various educational initiatives, including the Diploma in Retail Management. Farha's coaching and mentoring skills have been instrumental in guiding individuals and teams to achieve their full potential.



Your Trainer – Vignesh Velauthan

Vignesh Velayuthan is a dynamic and result oriented trainer with 25 years of experience in a leadership position in the MNC & Hospitality industry. He carries wide experience & knowledge gained from working in various countries such as Singapore, Indonesia, Switzerland & UK. He articulates various managerial positions, project management, trainings & HR Skills in manufacturing and hospitality industries. Graduated from Universiti Kebangsaan Malaysia (B. Econs) and Post Graduate Hospitality Management (PGD) from HIM, Switzerland, he is also a Certified CIPP (AIBFM). He has an innate sense of task prioritization, managerial aptitude, training & development and result oriented attitude towards accelerating organizational growth in a competitive environment. With his wide range of experiences working in various industries and MNC's, he have mastered in many areas as such People management/relations, HRM, Team Building (TB), ISO management & workplace safety.

Vignesh has substantial work experience in several big industries such as semiconductor, electronics and hospitality at an operations management level and People relation/management. His wealth of experience has given him great insights and firsthand experience in People Management, Operations & Quality Management for thousands of employees. He is also very well versed in ISO management has conducted many in-house trainings related to these industries.

During his tenure in Western Digital (M) & Matsushita Electronics (Indonesia) his biggest achievement was to handle the entire New production floor opening, reviewing the entire Operation Department process with tremendous cost efficiency and reduction of error and rejection rates. Further to this, he also has successfully done the Hotel opening project in Penang and Fast Food (Domino's) Outlet opening at Cyberjaya. In addition to this, Mr Vignesh was also involved in property management projects that resulted in big cost saving measures to the companies he served (PPC International).

For the past 10 years, Vignesh has been conducting trainings actively and received an excellent track record as an outstanding trainer with an emphasis on his structured training & assessment approach. He runs trainings for all levels of employees from Line leaders to Managers of Multinational companies and Small Medium Corporations. His training ratings are high and has been labelled by participants as a "high-caliber" and "passionate and conscientious" speaker who shares his life experiences well. With his skillful delivery and substantial experience in the corporate world, one can expect to learn advanced topics with management skills to be better equipped for the challenges ahead.

