

# Dealing with Difficult Clients

Hands-on course of 2 days - 14h

Ref.: FFD - Price 2024: CHF1 450 (excl. taxes)

How to manage delicate or even conflictual relationships with certain clients while sustaining the relationship? This practical training offers adapted communication approaches and tools to identify and defuse destabilizing behaviors from some interlocutors.

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Handle difficulties in a sales relationship
- Negotiate in a crisis
- Spot and defuse attempts to destabilize
- Develop your negotiating skills

## EXERCISE

Interactive exercises. Simulations and role-playing.

## THE PROGRAMME

last updated: 06/2024

### 1) Assessing your reactions in sales relationships

- Ineffective behaviors and their consequences.
- Passiveness, aggressiveness, and manipulation.
- Understanding your personality.
- Diagnosing your level of assertiveness.
- Determining areas where you can become more assertive.

*Exercise : Sharing situations you've experienced and self-diagnosis to establish an individual contract of goals for improvement.*

### 2) Preparing to speak

- Types of difficult clients.
- Psychological preparation and taking a step back to deal with challenges. The art of anticipating in the relationship.
- Understanding the source of tensions and managing them.
- The effective action plan.
- Active listening and precise questioning.
- Anticipating complaints.
- Bringing bad news.

*Exercise : Based on actual experience, define types of difficult clients. Practice with precise questioning.*

### 3) Learning to refuse without losing the client

- The art of saying "no".
- Overcoming "red lines".
- Reflexes to avoid being caught off-guard.
- Good language, and expressions to avoid.
- Positive communication.
- Establishing a cooperative relationship.

*Exercise : Role-playing, spotting negative language from each trainee, establishing a list of replacement expressions.*

## PARTICIPANTS

Sales representatives, technical sales, sales assistants, and customer relationship managers.

## PREREQUISITES

Mastery of sales techniques.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

#### 4) Mastering your emotions

- Identifying different types of emotions.
- Reacting to the unexpected.
- Adopting a professional attitude.
- Facing unfamiliar situations.
- Techniques for mastering your emotions.

*Exercise : Mapping emotions in the situations encountered.*

#### 5) Calmly standing firm in response to the client

- Good relationship position: Life positions.
- The DESC method applied to criticism.
- Addressing misgivings or misunderstandings.
- Balancing judgment and feelings.
- Flexible reframing.
- Handling objections.
- The art of asking without pressuring.

*Exercise : Role-playing (knowing how to criticize, reframe, ask). Identification workshop and addressing objections. Handling criticism and emotions.*

#### 6) Personal progress action plan

- Self-analysis/diagnosis by each participant.
- Personal development plan.

## DATES

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### REMOTE CLASS

2025 : 06 Feb, 17 Apr, 24 Jul, 13  
Nov