

How to master difficult Conversations

Seminar objectives

The participants will

- Get to know where stress and conflicts originate
- Learn to listen and act on the meta-level
- Be better capable to deal with difficult customer situations and complaints
- Be better capable to deal with emotionally difficult customers and conflicts
- Learn the basics of NLP in sales
- Realize their own effect in conflict situations and develop strategies to improve them

Contents

- Handling of complaints on the telephone
- Origins of stress and conflicts
- Conflict resolution and de-escalation
- Friendliness and customer behaviour
- 8 steps of how to handle complaints
- The four ears of humans
- Harvard concept for conflict resolution
- NLP – Introduction
- NLP – accessing cues
- NLP – Pacing, Rapport, Leading



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days