



*Breakout Session:*

# What to Do When the Customer Isn't Right

**with Don R. Crawley**

Author of *The Compassionate Geek®: How Engineers, IT Pros and Other Tech Specialists Can Master Human Relations Skills to Deliver Outstanding Customer Service* and the *Accidental Administrator®* series of books for IT professionals

We've all heard the expression, "The Customer is Always Right". The problem is that customers aren't always right and sometimes they're just flat out wrong and occasionally rude or even abusive. In this session, your attendees will learn techniques for dealing with upset or angry customers, how to deal with an angry customer, and how to deal with their own anger.

## SESSION OUTLINE

In this session, attendees will learn five valuable techniques for disarming unreasonable or abusive end-users (angry customers). You'll also learn the four rules for cooperative conversations, the problem with "not my problem", a six-step sequence for handling user calls, the danger of jargon, and more.

- Avoiding death by water cooler
- How to make conversations cooperative
- Dealing with anger (your own anger, as well as angry customers)
- What users and customers really want
- The problem with "not my problem"
- Terms of non-endeardment
- A sequence for handling user or customer calls
- How to respect your customers' and users' time
- The danger of jargon

## LENGTH

Typically 45 to 75 minutes. The length can be tailored to meet your requirements.

## CONTACT INFORMATION

Call (206) 988-5858 • Email: [don@doncrawley.com](mailto:don@doncrawley.com)