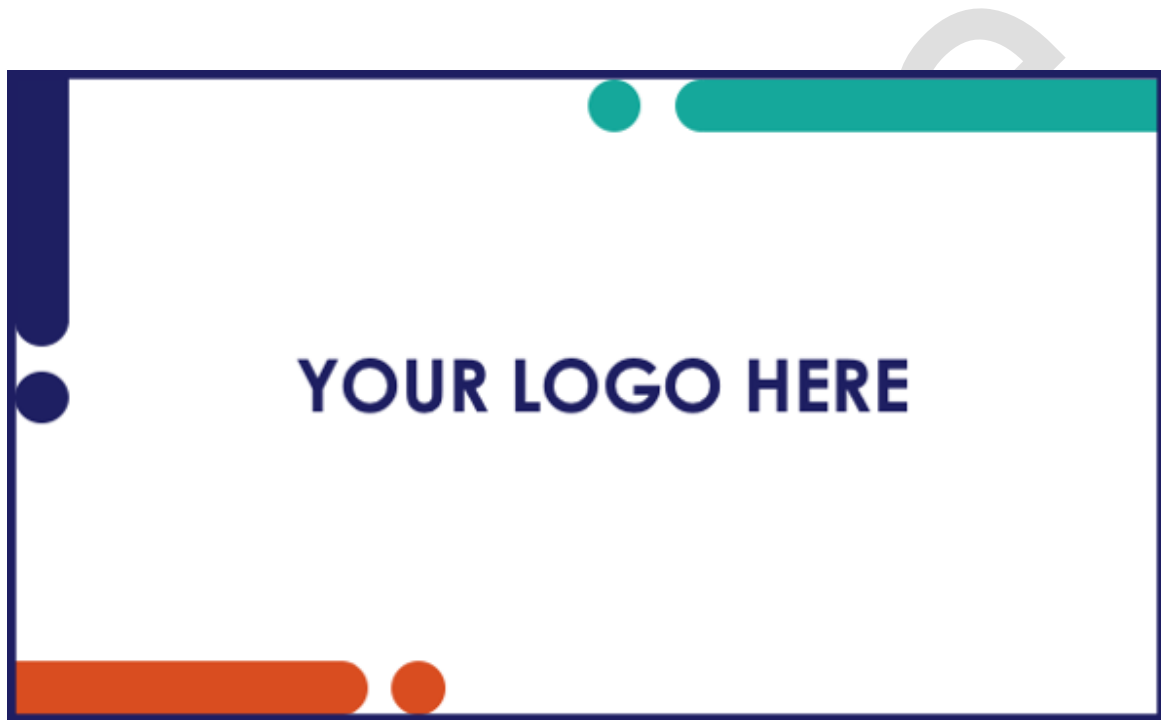


Dealing with Difficult People

How to Manage Challenging Situations in Your Business Without Losing Your Cool



Course Book

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Introduction

Every business owner wants to deliver excellence in customer service and maintain good relationships with their colleagues and suppliers. However, at some point in time, you're bound to find yourself faced with a difficult person whom you have to do business with or work alongside.

Facing a difficult person — whether it's in person, on the phone or live chat, or via direct messaging, email, or social media — is many people's worst nightmare. Most people will try their best to avoid confrontation, but sometimes it will find you.

But what exactly is a "difficult person"? As human beings, we're often quick to label others without understanding what's going on for them or unpacking our reactions. Someone could be angry, frustrated, emotional, or simply having a bad day. It's the situation that's difficult, not the person themselves. And it's your individual response that determines how effectively you deal with that situation.

It's inevitable that you'll come across situations in business that you find challenging sooner or later. Therefore, learning how to manage those interactions before you find yourself in them is crucial.

In this course, you'll examine yourself and how you react to difficult situations and extremes of emotion. You'll learn a step-by-step system to help you manage and diffuse challenging situations with an extra focus on specific situations where there's anger and tears. With practice, you'll be equipped to turn around potentially negative circumstances into positive outcomes to increase your customer loyalty and business outcomes.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify what behaviors you personally find difficult and why, so that you can understand and manage these situations more effectively
- Implement a 7-Step Process for handling any situation you perceive as difficult in a calm and respectful way
- Use proven tactics to manage aggressive situations so that they don't escalate and you reach a resolution with the other person
- Apply proven tactics to deal with an emotional person so that they're calm enough to interact with you as you seek a solution to their problem
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 4 major modules and individual lessons to take you step-by-step through how to manage challenging situations in your business without losing your cool.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Who Do You Find “Difficult”?

In this first module, you’ll identify what behaviors you personally find challenging so that you can put yourself in a better position to understand and manage those situations effectively.

Recognize Your Most Challenging Behaviors

Let’s be clear: It isn’t the whole person who is “difficult,” though they may present challenging or “difficult” behavior to you. A situation only becomes difficult because the person on the receiving end perceives it as such. Some people can deal with angry people with great skill and no stress, whereas others will do everything they can to avoid this kind of confrontation.

Within each situation, there is a range of behaviors, from irritation to extreme anger to floods of tears. It’s likely you’re more comfortable with some of these behaviors than others. But all situations need to be managed skillfully.

What Situations Do You Find Difficult?

As a business owner, you’ll encounter a range of challenging situations daily. You might find them irritating or they may trigger deeper emotions in you. These include:

Customers who angrily demand refunds

Team members who don't do what's asked of them

Suppliers who are persistently late with deliveries

Clients who don't read the small print and go on to complain

Customers who change their mind about buying after saying they'll buy

Social media followers who post negative comments about your business

- Customers who angrily demand refunds
- Team members who don't do what's asked of them
- Suppliers who are persistently late with deliveries
- Clients who don't read the small print and go on to complain
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- Social media followers who post negative comments about your business

As we've identified, difficulties can arise from customers, clients, colleagues, peers, team members, suppliers, and others. If you're an employee or team member, it may even be your boss who's difficult! We're focusing primarily on customers and clients in this course, but the skills and techniques apply to whomever is involved in the interaction.

For now, think about your own most challenging situations and write them down. If you interact with customers regularly, focus on those. If your customer contact is less frequent, consider your wider circle. Once you've created your list, you might notice a pattern emerging. This can be useful to help you identify the situations you need to work on. For example, the situations you find most challenging involve suppressed anger, or people who disagree with your point of view, or those who criticize you. Be curious. There's no blame attached. Everyone will be different.

Your Take on The Situation

To be able to manage all situations professionally and effectively, you must examine what makes these behaviors or situations "difficult" for you. What's challenging for you won't necessarily be challenging for someone else. We all have different triggers — what's important is identifying them.

Let's take the example of a coaching client who has changed their mind about buying a high-priced package. Most coaches will find this disappointing, but they'll take it in their stride. However, a coach may be depending on the predicted income to pay their bills. When there's a lot riding on a particular outcome, you can be frightened, and this can lead to a stress-related aggressive response.

ATTENTION:

This is only an excerpt from our full course Dealing with Difficult People. The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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