

It is essential that a professional salesperson has the ability to deal with difficult customers in the correct manner. Many different techniques can be used, in the main aim of pleasing the customer while gaining feedback on the sale itself. However, this not in all cases, <sup>does</sup> can the customer leave feeling content - It is not always possible.

There are many different kinds of <sup>difficult</sup> customers, including intimidating, impatient, talkative, angry and timid ones. The AOUA strategy is ideal in dealing with such a range of people. The main steps are to Acknowledge, Question, Understand and Answer. However according to the type of difficult of customer, the way this technique is applied may <sup>have to be</sup> be different to ensure effectiveness.

Intimidating customers are one of the hardest to deal with. They take the situation to a



personal level, hence it is harder for the salesperson to respond from a "waking point of view".

"I know the manager personally. I am going to tell him all about this". Statements such as these intimidate the salesperson, making them want to reply quite readily. However, it is important to remain very calm when talking to these customers. AGGRESSION +

AGGRESSION = AGGRESSION. Acknowledge

them, say a friendly "hello" and some questions

enables them to explain their problem. Responding reflectively makes them feel that the salesperson truly understands them.

Empathise and

Reply understandingly, and if needed refer

them to a manager. At no time should the salesperson agree ever undermine the business even if it is true. It presents a poor image and gives the customer what they want to hear.

understanding and sees a calm salesperson, he/she too begins to calm down. The incident should end with a

friendly "goodbye" even though the sales

person may feel uncomfortable with them,

therefore a good image is left and the process successful.

Angry and impatient customers should

also be dealt with in a similar understandingly manner.

The art of acknowledgment is extremely



important with impatient customers.

They realise <sup>the salesperson</sup> you <sup>has</sup> ~~have~~ seen them and feel slightly more at ease. Try Questioning in this case tends to make them ~~more~~ <sup>angry</sup> as to them, they are in a hurry and are wasting time. As with all

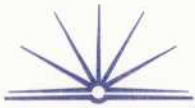
cases, ~~verbal~~ calmness and empathy are needed. <sup>answering them appropriately is important, so they feel content.</sup> It is most likely they will

"rush off" as soon as finished, ~~and so it~~ <sup>good</sup> is important to leave a lasting impression.

By ~~not~~ dealing with them in this manner, they should feel fulfilled, therefore <sup>this method is</sup> ~~advantageous~~.

Angry customers are the hardest to deal with. It is important to remember they are angry, at the store, not personally at you. ~~Be~~ Honesty and sincerity is important, so is empathy. A QUA is ideal in this situation. ~~Answers should~~ Acknowledge them and let them "spill their guts".

Their anger is only going to erupt further if they are resisted. Questioning needs to be sensitive. "Are you sure that is what happened? That wasn't very nice".



Understanding them, although at times  
difficult needs to be done <sup>and answers said</sup> calmly. <sup>This leaves them for the problem resolved, although it is hard to be effective with angry customers</sup>

If a manager <sup>appropriate maybe</sup> is needed as these customers  
can become very difficult.

~~Never~~ Anger used in response is simply going to make things worse.

Firm customers seem to return Venus and feel very embarrassed or shy. It is very hard to extract the real reason behind their problems. The A&UA technique needs to

be used. using thorough open questioning to allow for more detailed replies. Closed questions should be avoided.

These customers need to be treated with extra care and sensitivity, for this <sup>method</sup> to be effective.

Talkative customers often take up a lot of time, and can sometimes be quite annoying. "Really... my daughter... and my son..." They can ~~save~~ talk for hours to a personal and irrelevant information to the salesperson. Therefore, a different style of method of dealing with them is to be used. Acknowledge them and be

to the point. Closed questions are ideal. However, the salesperson must be respectful and in no circumstance rude. Using empathy to understand them makes them feel like it is personalised service, making ~~them~~ talkative people feel even more welcome. Answer them appropriately and to the point so ~~it~~ <sup>the</sup> <sup>it</sup> doesn't continue for a long time. Therefore, it is effective.

④ <sup>2nd</sup> paragraph on next page

Different techniques are used according to the style type of customer. However, the aqua AQLUA technique is the basic essential. <sup>By being</sup> Manipulated it can be used in any situation and remain effective.

Its effectiveness is based on the ending of the ~~is~~ problem and whether or not it ended successfully. In most cases AQLUA works quite well, however <sup>irritating</sup> angry and impatient customers are not always easy to deal with and it may not

always end successfully. ~~How~~ As long as a sound attempt at fixing the problem is made, these ~~techniques~~ <sup>strategies</sup> should be effective. If in most cases the salesperson follows up the incident, a better indication of the strategy is given. Following up is recommended in all cases so the customer is shown the store truly is sorry for any inconveniences.

- Ⓐ The salesperson must always take responsibility before closing the problem so this is important as in answering the customer. Answers are the determination of effectiveness. Following up is then an option to show the store's attitude - that of customer satisfaction.
- If needed managers can always be introduced in answering.