

WORKING WITH DIFFICULT CLIENTS

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WHY PEOPLE ARE DIFFICULT



- **There is a misunderstanding**
- **People have different expectations**
- **Missed timelines: maybe weather or our mistake**
- **Big Picture vs Detailed Communicators**

EMOTIONS VS INTELLECT



- **Upset People are Emotional and not receptive to solutions**
- **You must deal with the person's emotions prior to be able to work to a solution**
- **Psychologists tell us “People Make Emotional Decisions then Justify Intellectually”**

SANDLER'S 10 STEP PROCESS TO DEALING WITH DIFFICULT PEOPLE



- **#1: Listen Intently**
- **No Really, Are you a Good Listener?**
- **Do you take notes?**
- **Do you engage with Body Language and Tonality “Mirror & Match” with client?**
- **Extroverts are Talkers not Great Listeners**
- **Introverts are Listeners**

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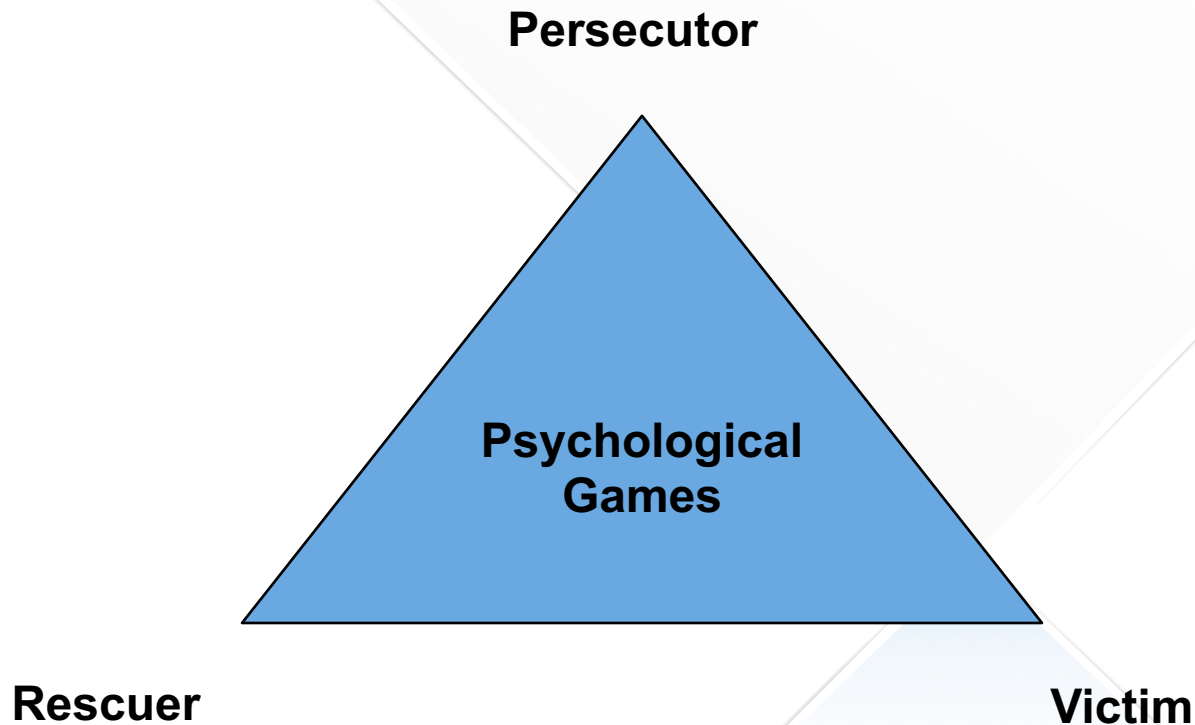


- #2: Prove You Listened
- Restatement
- Paraphrase
- Exercise: ask the other person what are the best 2 ideas they've learned at Congress

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- **#3: Remain Calm**



SANDLER'S 10 STEP PROCESS TO DEALING WITH DIFFICULT PEOPLE



- **#4: Validate the Customer – Emotions 1st**
- **“I can certainly see why you’re upset...”**
- **“that must be frustrating.”**
- **“I see your concerns”**

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- #5: Ask Questions
- First, Get Permission to Ask Questions
- Open Ended Questions to Learn More
- Magic Wand Question
- Chinese Menu Question
- Exercise: client is upset they *thought* different plants were to be planted

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- #6: Apologize **if** You Came Up Short
- Nobody is Perfect
- Great Companies “Take Ownership” and Fix Mistakes

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- **#7: Be Politely Powerful with People in Error**
- **This is an opportunity to educate your client**
- **Allow client to walk away with head held high**

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- #8: Deliver the Solution
- Create the solution
- Ensure client is in agreement
- **Paraphrase Solution:** “so if I understand correctly, if we can replace these plants with “x” plant within two days, you will be satisfied, are we both saying the same thing?”

SANDLER'S 10 STEP PROCESS TO DEALING WITH DIFFICULT PEOPLE



- #9: Politely Assertive with Unreasonable Person
- If we are missing the mark, be more direct
- “What would you like to see happen here?”
- “You may have a different idea, would you mind sharing it?”

SANDLER'S 10 STEP PROCESS TO DEALING WITH DIFFICULT PEOPLE



- **#10: Thank Customer**
- **You want to hear from dissatisfied clients**
- **Thank the customer for sharing their feelings and concerns, this is an opportunity to “right the ship” and continue the relationship**
- **After the solution is implemented, check back to ensure their satisfaction”. This is a Bonding Opportunity**

SANDLER RULES



- **#1: When Under Attack Fall Back. Ask Questions. Never Fight Force with Force.**
- **#2: Express Your Feelings Through 3rd Party Stories.**
- **#3: There are no bad prospects only bad sales people.**

BETTER MEETINGS REDUCE CONFLICT



- **#1:** Begin Every Meeting with an Up Front Contract
- **#2:** Work on Your People Skills – Create an Environment of Trust
- **#3:** Focus on the Client, Take Great Notes, Paraphrase and develop agreement
- **#4:** Have clients sign off on “work orders” and “proposals”...create a paper trail.

SUCCESS IN 2020!



- I wish you success in **acquiring happy clients** who love your work and brag about you
- I wish you success in hiring and retaining **B+ / A Players** for your company
- I wish you success in executing your business **“on time and on budget”**
- Wondering if you can...maybe we should talk?

THANK YOU!

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