

# DIFFICULT GUEST V6 WORKBOOK



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## MODULE INTRODUCTION

### THE DIFFICULT GUEST

#### Learn better faster

The concepts and ideas within each module are provided as suggestions and should be adapted to fit your unique environment, personality, and style, while still preserving the core value of the information presented.

Your workbook includes ample white space for you to jot down personal notes, thoughts, or ideas you may want to put into practice.

The workbook is designed to be completed in combination with the video.

Have fun and enjoy yourself.

To make sure you get the most out of this course, please ensure you're fully prepared to begin. Here's a quick checklist to help you get ready:

1. **Tools and Materials:** Have pens, and any required textbooks or resources organised and easily accessible.
2. **Time Management:** Schedule dedicated time for each module in advance. Block out these periods in your calendar to avoid interruptions.
3. **Distraction-Free Environment:** Choose a quiet space where you can focus solely on the course material, minimising distractions from phone calls, emails, or other activities.
4. **Progress Tracking:** Consider keeping a checklist or journal to track your completion of each module or refer to your portal which will help keep you motivated and organised.
5. **Complete the quiz**

**Remember, this learning platform offers resources that you can access anytime.**

Don't hesitate to reach out to Graham anytime if you want to explore this topic further, clarify any questions, or share your thoughts. He's here to assist you!

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## MODULE STRUCTURE

### KEY CONCEPTS

We all encounter individuals who can be challenging to interact with—whether they are distracted, disappointed, or disruptive.

Let's work together to turn these challenges into opportunities for growth and improved communication. Thank you for being here, and I look forward to our time together!

### EXPECTATIONS

During this workshop, you can expect to:

1. **Understanding behaviour:** We'll explore the common traits and behaviours of difficult people and identify the underlying causes of their actions.
2. **Practical strategies:** You'll learn effective techniques for managing these interactions, including communication skills, conflict resolution, and emotional regulation.
3. **Role-playing scenarios:** We'll engage in role-playing exercises to practice these skills in a safe environment, allowing you to build confidence in real-life situations.
4. **Personal reflection:** We'll also have time for self-reflection, helping you to identify your own triggers and responses when faced with difficult behaviours.

### WHAT YOU WILL ACHIEVE

By the end of this module you will:

- Recognise the different types of difficult people and the motivations behind their behaviours.
- Employ strategies to manage your reactions and maintain professionalism in tough interactions.
- Build stronger relationships by developing empathy and understanding.
- Leave with practical tools and techniques that you can apply immediately in both personal and professional settings.

### TIME TO COMPLETE

This module should take you approximately:

Workbook, Video and complete the Quiz

30 minutes

**Let's get started on building the skills that will empower you to face challenges with confidence and determination!**

## THE DIFFICULT GUEST FOUNDATION SKILLS



### REGARDLESS OF THE SITUATION REMEMBER...

It is not about them it is about you. They teach us about us.

We are teachers too.

What causes you to react and what are your triggers and patterns?

Empower yourself to learn.

1. Be aware of their recognition threshold.
2. Have a deep understanding of your strategies.
3. Can deliver under pressure.
4. Create natural mastery in yourself.

### THE DIFFICULT GUEST PROBABLY DID NOT START OUT THAT WAY:

#### TICK THE BOX IF YOU ARE A 100%ER IN THESE ACTIONS



- ☐ Welcome them to your place of business with a smile.
- ☐ You take care of them.
- ☐ They get what they came for.
- ☐ Invited back.
- ☐ They feel appreciated.
- ☐ Thanked for their business.
- ☐ Treated like a guest in your home.

THE DISTRACTED GUEST



They arrive with baggage. They bring their world to yours.

They are distracted by their baggage.

Remember welcome them.

Take care of their needs.

Let them know you understand, and you will take care of them.



WHAT TYPE OF DISTRACTED GUESTS INTERNAL AND EXTERNAL DO YOU GET EVERYDAY?

TYPE OF DISTRACTION	INTERNAL	EXTERNAL



THE DISAPPOINTED GUEST



They arrive with certain expectations. It could be your price, product or service. Sometimes they will say nothing. It could be our baggage or lack of authority.

We can go into flight or fight. Your fight response can make things worse.

THE DISAPPOINTED GUEST L.A.S.T

Your job is to make it l.a.s.t. listen, apologise, solve, thank. An apology is not about taking the blame – “sorry this happened.” Show empathy.

Solve the problem together. “If you’re not happy we are not happy.” Have the courage to make things right. Thank them for bringing it to your attention.

They don’t care how much you know but they do want to know how much you care.



WHAT TYPE OF DISAPPOINTED GUESTS INTERNAL AND EXTERNAL DO YOU GET SOME DAYS?

TYPE OF DISAPPOINTMENT	INTERNAL	EXTERNAL

## THE DISRUPTIVE GUEST



If your guest feels they have been treated unfairly they have been. It's their perception that counts.

Phone calls and distractions are not just a part of business. But imagine how it makes your guest feel. Identify a potential disruptive guest early.

### THE DISRUPTIVE GUEST L.A.S.T

Put yourself in their shoes and try to remember why they became disruptive in the first place. Approach things in a professional way. They may be feeling ignored. Get them away and get help.

### LISTEN, APOLOGISE, SOLVE, THANK.

Let them vent. Lower your voice but let them say what they want to say. Their language may be personal. Remember it is not personal.



**WHAT TYPE OF DISRUPTIVE GUESTS INTERNAL AND EXTERNAL DO YOU GET FROM TIME TO TIME?**

TYPE OF DISRUPTION	INTERNAL	EXTERNAL



## L.A.S.T. LISTEN – APOLOGISE – SOLVE – THANK

More aggressive customers might even demand that you fix the problem. You need to find out exactly what the issue is and why it happened and then use the right strategies to resolve it. It is also important for you to explain to the customer how you are going to fix the problem.

### **LISTEN to the problem:**

The first step in dealing with a problem is to make sure you *listen to what the problem is*. Do not guess what the customer is going to say, do not be defensive and do not interrupt. At the same time, you need to *listen actively*. This means asking appropriate questions if you need more information or need to clarify something.

**"I completely understand why you're upset, and I'm here to listen to everything you have to say."**

**"I'm really sorry you're going through this, please let me know all the details so I can assist you better."**

**"I hear your frustration, and I want to make sure I fully understand your concerns."**

### **APOLOGISE**

When customers have a problem, you need *to express your concern and apologise* for the inconvenience the problem has caused. You need to do this in a sincere way to show the customer that you recognise and understand that there is a problem, now it is not about blame but that it needs to be resolved for them.

**"I'm so sorry you've had this experience, that's definitely not what we want for our customers."**

**"Please accept my sincere apologies for the inconvenience this has caused."**

**"I deeply regret that this has happened, and I understand how disappointing it must be."**

### **SOLVE by committing to help by working together:**

Make a personal *commitment to helping* with the problem. Tell the customer that you will investigate it immediately. Explore every avenue for resolving the problem yourself before you transfer the call or involve someone else. Be definite about helping and commit to getting the appropriate person involved.

**"Let's figure this out together and see how we can make this right for you."**

**"I'm here to help, let's find a solution that works best for you."**

**"We'll work through this step by step to get you the best outcome." "For me to make sure I totally understand do you mind if I ask you a few questions?"**

If you are going to be able to solve a problem you need to – *clarify the details*, find out all you can about what has gone wrong. This involves questioning the customer about what happened and verifying information if you can.

*Summarise* or paraphrase what you understand the customer has said and use clear questions to *confirm* that you have understood correctly. This will ensure that you get it right first time.

### **THANK them for bringing it to our attention:**

**"Thank you for your patience and for bringing this to our attention."**

**"I really appreciate you giving us the opportunity to resolve this."**

**"Thank you for your understanding as we work through this together."**

It is important to find a solution to the problem as quickly and efficiently as you can. Your aim should be to *provide a solution ASAP*. Avoid keeping the customer on the line or waiting for something to be done.

## COMPLAINTS HANDLING TEMPLATE

**LISTEN, APOLOGISE, SOLVE, THANK - Respect their and your rights**

Name \_\_\_\_\_ Date \_\_\_\_\_

Contact Details \_\_\_\_\_

Complaint Details \_\_\_\_\_

**LISTEN**, take notes (lower voice, do not cut them off, do not take anything personally, the more time you take the better they will feel)

**APOLOGISE**, clarify the details, gain permission to ask open questions (show empathy) Confirm your commitment to find a solution.

**SOLVE**, offer solution (together, you and I) – set an agreed time limit.

Summarise, confirm you understand (care, do not question their worth or integrity)

**THANK**, set aside your ego, and invite them back.

Date completed \_\_\_\_\_

Your Name \_\_\_\_\_ Signature \_\_\_\_\_

Additional notes



The following are some types of difficult customer sentiment that you may encounter:

- **ANGRY**
- **INDECISIVE**
- **MISINFORMED**
- **CRITICAL**

### **ANGRY**

Angry customers can be especially challenging. A good first step is to apologise, even if you don't feel like you've done anything wrong.

This simple action can help to calm them down so you can move on to a more productive conversation.

An angry customer may raise their voice but try to keep your voice at a normal level. You may even want to soften your voice.

The most important part of handling an angry customer is to remain calm and never reciprocate their anger.

Here are examples of what you could say to an angry customer:

- *"I really want to help. Thank you for bearing with me as I troubleshoot this for you."*
- *"I apologise that you received the wrong product, and I understand how inconvenient and frustrating that can be. Please know that we are working on sending a replacement overnight."*
- *"I understand that you're upset about this situation and I'm sorry for that. Let me find a way to make this right for you."*

## INDECISIVE

Indecisive customers can take a long time to make decisions and may ask many questions. One way you can help them is by determining their specific concerns. You can reassure them by speaking confidently about the product or service and sharing as much useful information with them as you can.

Indecisive customers will help you practice patience. Here are a few ways you can handle an indecisive customer:

- Ask them specific questions to help identify their concerns.
- Offer suggestions and explain where, how and why they can use the product or service so they can imagine themselves benefitting from it.

## DEMANDING

Demanding customers may have a misunderstanding of how you can help them. A demanding customer may ask you to do something you are not authorised or otherwise able to do for them. Reassure them that you will do whatever you can to meet their needs. And be prepared to find a compromise if they ask for too much. Here are examples of what you could say to a demanding customer:

- *"I'm sorry to say that I cannot refund you \$100 in cash, but I can refund you \$50 in cash and issue you \$50 in store credit. Would that work?"*
- *"Unfortunately, I'm unable to fulfil this request, but let me bring in my manager, who may be able to help more."*

## DISSATISFIED

A dissatisfied customer may find fault in your services, products or something else regarding your business. They may be quick to criticize. To manage this customer, listen to them patiently and understand their point of view.

Sometimes, these customers offer great feedback through their honesty.

Here are examples of what you could say to a dissatisfied customer:

- *"Honestly, that is such a great suggestion, thank you! I'm going to submit that to our engineering department so they can consider it."*
- *"I understand that this product line may not be for everyone, and I appreciate your honesty."*

## WHY IT'S IMPORTANT TO DEAL WITH DIFFICULT CUSTOMER SITUATIONS EFFECTIVELY

Friendly, positive and effective customer service can help you retain customers.

It's a great way to turn a negative situation into a positive one and can encourage the customer to become an advocate of your brand or product because of how well you handled things.

Customers may walk away feeling more impressed after you handle a tough situation than a standard one.



## REFLECTION

Now that you've watched the video and completed the workbook, it's time to reflect on what you've learned from this module.

Reflecting on and reviewing information helps solidify what you've covered, supporting a deeper and more lasting understanding.

To get the most from your learning, take your time as you complete the review section.

Engage fully with each question—whether you're writing, discussing, or creating a visual summary. This process will reinforce your understanding and make it easier to apply these concepts in the future.

Please complete these questions.

**What did you learn from this module?**

**What behaviour will you change based on learning?**

**How can you apply this knowledge in your role?**

## THE QUIZ

The quiz is here for you to review before completing your course online, or to complete if you're not taking the course online.

**What are the three (3) types of difficult guests? You must select three (3) answers**

- Disappointed ☐
- Demanding ☐
- Disruptive ☐
- Disengaged ☐
- Distracted ☐
- Discontent ☐

**What does the acronym L.A.S.T stand for?**

- Listen, Apologise, Solve, Thank ☐
- Learn, Assess, Support, Transform ☐
- Locate, Acknowledge, Suggest, Track ☐
- Listen, Assist, Satisfy, Trust ☐

**Complete the saying. If you're not happy....**

- we're not happy ☐
- we don't care ☐
- you will get over it ☐
- we are only human ☐
- we're not done yet. ☐

**If the guest is disruptive you need to get what?**

- out of there ☐
- lost ☐
- the police ☐
- your mum, she will tell them ☐
- help ☐



## NOTES AND QUESTIONS

Use this section for any additional thoughts or information or if you have any questions that you would like to discuss.

## ABOUT US

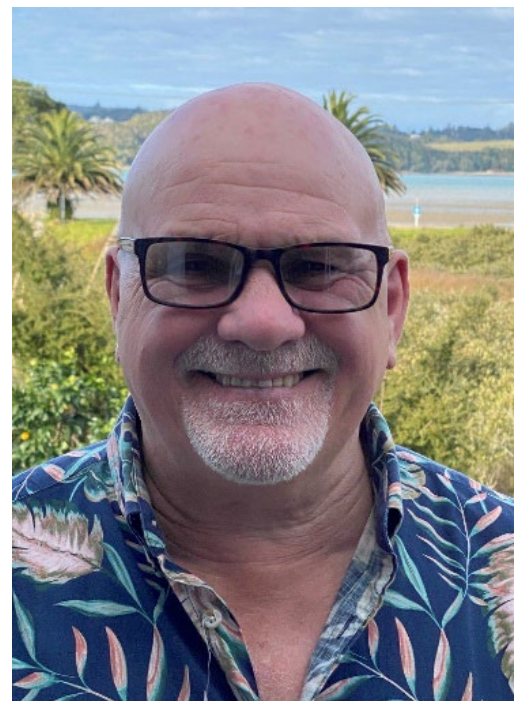
Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience. He brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
- Diploma of Training and Education and Design
- Certificate IV in Finance and Mortgage Broking
- Certificate IV in Business Sales
- New Zealand Certificate in Marketing
- NLP Practitioner



Graham Taylor-Edwards

Graham's diverse skill set quips him to empower individuals and organisations to achieve their goals