



NEWSLETTER

A photograph of a middle-aged man with grey hair and glasses, wearing a dark suit and tie. He is sitting at a desk, looking thoughtfully out of a window. On the desk in front of him is a white coffee cup on a saucer, a pen, and some papers. The background is a blurred cityscape.

5 TYPES OF DIFFICULT CUSTOMERS

HOW TO HANDLE THEM EFFECTIVELY

WRITTEN BY EVENTIS LEARNING GROUP

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1. THE DEMANDING, BULLY AGGRESSIVE

This type of difficult customer is quick to anger, overly aggressive, highly critical, rude, arrogant and often verbally abusive. They think their needs and demands are superior to everybody else's. They scream, complain, abuse and may often get physical to get what they want.



2. THE COMPLAINER

Generally, customers complain. And it's a good thing because complaints can be a very rich source of positive and constructive feedback for your business. But when you find a particular customer who complains all the time - even about the pettiest of things - you may have a habitual complainer on your hands. These customers complain about everything and anything. They nag about your prices, the layout of your office, the colour of your shirt, and even the weather.



3. THE CONFUSED, INDECISIVE CUSTOMER

For some strange reason, this type of customer just cannot make a decision. They'll ask you questions, and even more questions, but still can't make a purchase no matter the quantity of information you provide.



4. THE IMPATIENT CUSTOMER

This is the kind of customer who doesn't care about the fact that something is not available or can't be done at the moment.

He can't imagine you don't have some features or service. He can't believe you're closed at 6pm and you don't offer any additional contact after this hour. Also, he can't show it in any other way than by resorting to anger.

He usually use phrases like: "I can't believe it", "I want this solved", "I want it now or I'll go to your competitors!"



Not knowing how to deal with difficult customers may lead to low staff morale, lost sales, and a damaged reputation for your business.

The key is to learn how to make the best of a difficult customer interaction and resolve the situation in a manner that satisfies everyone

With the right tips and tactics you'll be prepared to navigate any situation that comes your way



5. THE KNOW - IT - ALL CUSTOMER

I'm sure you've met this kind of person before. They seem to know everything about everything, including your business, product or service. In their bid to showcase their knowledge, they could be highly critical and rude. They also tend to talk a lot and always want to dominate the conversation. He is convinced of being right and it's almost impossible to change his beliefs.

This type of customer can be especially difficult to deal with because you can't really tell what they want. In fact, sometimes, this attitude could just be a negotiation gambit intended to make your product or service seem inferior so they can get it at a cheaper price.





How to handle the know-it-all

Handling this type of difficult customer can be easy, if you know how to.

Know-it-alls repond quite well to an ego massage. Compliment their knowledge of your product or service and give them some good attention while you can. Make sure your compliments are sincere and not patronizing.

Never argue with this type of customer as you'll end up having an extended argument. And worse still, you may hurt her ego. Instead, if you need to correct him and provide some facts and information, you may use a line like: 'You're right, but I think the product is... (make your point).

As long as the 'Know-it-all' feels she got your attention, and leaves with her ego intact, this kind of customer can become loyal too.

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