

Dealing With Difficult Customers (Internal/External)

“Do not pray for easy lives. Pray to be stronger men.”

John F. Kennedy

Why are these people difficult?

Most difficult people are operating from a base of INSECURITY. Like all of us, they too, have a need to be understood, feel welcome, comfortable and important.

Difficult people are often merely expressing a need, although they are choosing an inappropriate and impolite way to communicate this need.

They are being difficult for their own reasons, not because of you.

Here are some common reasons why customers may be difficult. **Identify the ones that apply to you and your situation by ticking/mark the box on the right hand side.**

	Tick
They are tired or frustrated	
They are confused or overwhelmed	
They are defending their ego or self-esteem	
They have never been in a similar situation before	
They feel ignored. Nobody has listened to them	
They may be under the influence of alcohol or drugs	
They don't speak or understand the language very well	
They have been treated poorly in similar circumstances in the past	
They are in a bad mood and take it out on you	
They are in a hurry or have waited an extended period of time for service	