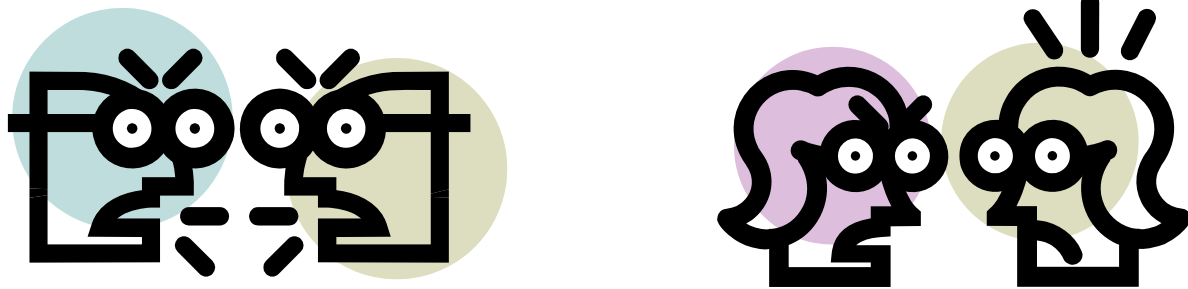


A webinar with



# Dealing with Upset Customers



Presented by

**Ruby Newell-Legner, CSP**

RubySpeaks, Inc.  
9148 W. Vandeventor Drive  
Littleton, CO 80128 USA  
Phone 303-933-9291  
Fax 303-904-2966  
E-Mail: [Ruby@RubySpeaks.com](mailto:Ruby@RubySpeaks.com)  
Web Sites: [www.RubySpeaks.com](http://www.RubySpeaks.com)  
[www.GuestRelationsTraining.com](http://www.GuestRelationsTraining.com)



To sign up for Ruby's FREE Electronic Newsletter,  
"Great Customer Service for Leisure Professionals," visit [www.RubySpeaks.com](http://www.RubySpeaks.com)

Order Ruby's new book, *Blueprint for Success*, co-authored with  
Ken Blanchard and Stephen Covey, at [www.RubySpeaks.com](http://www.RubySpeaks.com).

# RubySpeaks

**Ruby Newell-Legner, CSP**  
Speaker • Trainer • Author

Ruby Newell-Legner founded RubySpeaks, Inc. in 1994 with a singular mission: To provide the hands-on training employees need to create a more productive work environment where everyone can excel on the job. Over the last decade, she has presented more than 1,800 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance.

As an award-winning, international speaker, Ruby works with organizations to build better relationships: from front-line employees to customers, between co-workers and their peers, and from managers to the employees they supervise. She has provided staff training for more than 30 new recreation facilities before they opened.

Ruby's high-impact trainings are based on 25 years as a front-line service provider and manager. With "in the trenches" practical know-how, Ruby has an uncommon level of experience that gives immediate credibility with program attendees and allows her to offer suggestions and recommendations based on actual hands-on experience.

She has trained over 300 government agencies throughout North America and with the United States Armed Forces around the globe. She was chosen to train the staff to host the Super Bowl XLI, the Grey Cup (Canada), the US Open (tennis) and the 2010 Olympics. Her clients range from NFL stadium management staff to Six Flags Theme Parks to Jumeirah, the Dubai-based luxury hospitality group known for its outstanding customer service in the United Arab Emirates and owner of the Burj Al Arab, referred to as the only 7-star hotel in the world.

Her programs include:

- Understanding & Dealing with Change
- Supervisory Skills for Success
- How Effective Leaders Communicate
- Encouraging Staff Development: The Performance Appraisal Process
- Secrets to Keeping Our Customers Happy!
- Raising the Bar in Guest Relations
- Leadership Strategies: things you need to know to be successful



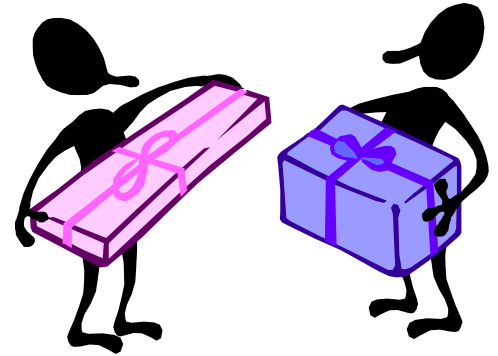
Her schedule includes:

- |                 |   |
|-----------------|---|
| 11/19           | Keynote Speaker and Breakout Session Presenter - National Marketing Institute, NIRSA. Hilton Head, SC |
| 11/24-25        | Keynote Speaker and Breakout Session Presenter - Connecticut Rec. and Parks Assoc., Uncasville, CT    |
| 12/2            | Presenter - Air Force Youth Sports Programs, Morale, Welfare and Recreation, San Antonio, TX          |
| 12/3-6          | Presenter - Athletic Business Conference, San Antonio, TX   |
| <b>12/9</b>     | <b>Presenter – Time Tactics Webinar</b>   |
| 12/10           | Workshop Presenter - Town of Parker, CO   |
| <b>1/6/2009</b> | <b>Presenter – How to Attract and Select Great Employees Webinar</b>                                  |
| 1/11-13/2009    | Trainer - General Electric Information Management Leadership Program, Danbury, CT                     |
| 1/26/2009       | Presenter - National Sports Forum, Phoenix, AZ  |

## Choosing the Right Mindset when Working with Challenging Customers

from Ruby's *FREE* electronic newsletter "Great Customer Service for Leisure Professionals" (sign up on the evaluation form)

1. View complaints as \_\_\_\_\_.
2. The customer is not always right...but they are the customer and we want to keep them as a customer.
3. You can't take it \_\_\_\_\_.
4. Dealing with the person and their concern is your \_\_\_\_\_.
5. Let go of the \_\_\_\_\_.
6. Stay calm and remember no one \_\_\_\_\_ you mad.
7. \_\_\_\_\_ yourself to see how many upset customers you can turn around.
8. Moods are contagious.
9. Work at gaining \_\_\_\_\_ customers.
10. Be prepared to \_\_\_\_\_ from this opportunity.



**Notes**

## What difficult customers are looking for ...

They want \_\_\_\_\_.

They want to see \_\_\_\_\_ from you to help them.

They want to feel like they have \_\_\_\_\_.

They want to be \_\_\_\_\_ to.

They want to be treated with \_\_\_\_\_.

They may want privacy even though you need information to resolve their issue.

They want you to see the circumstances from their \_\_\_\_\_.

They want acknowledgment of their circumstances.

They want a quick resolution of the problem or a \_\_\_\_\_ of when it will be addressed.

They want \_\_\_\_\_ that steps will be taken to avoid the same situation in the future.



# Choosing Your Words

Frequent Comments	Better Options
We can't do that!	
You'll have to	The best thing to do is ...
Our Policy	
You're wrong.	Perhaps you are unaware that ...
They will get mad at me if I do that.	I am unable to honor your request.
Why don't you fill out this form so I can process your request?	
What do you expect me to do about it?	What can we do to make it up to you?

**Webinar Feedback/Evaluation – Dealing with Upset Customers**

**November 12, 2008**

Complete and **fax this form to Ruby at 303-904-2966** and she will send you your bonus handout. No need for a cover page. Just fax these two pages! How easy is that?

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail address: \_\_\_\_\_

1. How much of the webinar did you get to hear? \_\_\_ All of it \_\_\_ More than half \_\_\_ Less than half

2. How many people were listening with you? \_\_\_\_\_

3. What were one or two things you learned in this webinar that will be helpful to you?

4. What did you like best about today’s webinar? Would you please provide a testimonial about your experience? If you were to recommend this webinar seminar to a friend or colleague what would you say to them?

**Webinar Feedback/Evaluation – Dealing with Upset Customers**

**November 12, 2008**

Check the topics you would like to see covered on future webinars?

- Supervisory Skills for Success
- Leadership Strategies: Things you need to Know to Survive
- Facing the Challenge of Challenging Employees
- How to Attract and Select Great Employees
- How to Develop an Effective Employee Training Program
- Encouraging Staff Development: The Performance Appraisal Process
- How to Run a Successful Meeting
- Secrets to Keeping Our Customers Happy!
- Seven Star Customer Service (based on Ruby’s work with the only 7 star hotel)
- Understanding and Dealing with Change
- How to Work Effectively with Your Boss
- How to Create and Deliver Powerful Presentations
- Reenergizing Employees by Redefining Organizational Values
- Networking Strategies: Building Professional Relationships
- Raising the Bar in Guest Relations
- How to Present a Professional Image
- How to Have a Successful Board - a program for non-profit Board of Directors
- Your suggestions for other topics \_\_\_\_\_
- Your suggestions for other topics \_\_\_\_\_
- Your suggestions for other topics \_\_\_\_\_
- Your suggestions for other topics \_\_\_\_\_
  
- Check this box if you would like Ruby to contact you about providing training for your staff?**
- Check this box if you would like to receive Ruby’s *FREE* electronic newsletter. If so please include your email address \_\_\_\_\_**

Who else would benefit from knowing about the upcoming webinars?

Their Name \_\_\_\_\_

Their Email \_\_\_\_\_