

Dealing with Difficult Customers

Assignment

Total Marks: 30

Q: 1: Answer the following questions: (20)

- I. Discuss some techniques for dealing with difficult customers.
- II. Outline some vocal techniques that can enhance speech and communication ability.

Case Study

(10)

Roger, a recent college graduate, worked in sales at Smith Brewery. He had just had the most successful first quarter of his short career in sales and he was pretty proud of himself. "Hey, this sales stuff is a piece of cake," he thought. "If I continue like this and put all my energy into looking after my clients really well, there isn't any reason why I can't have a super year." So, he put his prospecting on the back burner and spent his time making sure his present clients were happy.

However, in late April, a brewery from another country bought out his largest client. Then, in early June, another client found themselves in financial difficulties and their head office began shutting down the smaller breweries. Roger still had their account, but that account became much smaller. Hard on the heels of this bad news came another blow. A third client, nervous after a competitor's financial woes, took a look at their figures and decided the prices for product with Roger's company prices were just too high for them.

When all was said and done, Roger had lost two of his best accounts and the third was a much smaller account. His chance of meeting this quarter's sales quota was doubtful, and as he looked at the next quarter, that didn't look so good either. He was facing a pretty grim few months as well at the prospect of starting from scratch to build up his client base again.

Question

If you were Roger's sales manager, what advice would you give him?
