

Dealing with **Difficult Customers**

In the Janitorial Business



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- The Janitorial Coach -

52 Years in the Janitorial Business

Dealing with Very Difficult Customers for Your Janitorial Business

As the owner of a janitorial service business you think you have all the tools and resources that a new business requires but are afraid that you lack the right communication skills with your customers.

It does not matter if you are starting a small business with 2-3 partners or a huge company that sells worldwide products, the most important and effective way to flourish is to have experience when dealing with your clients.

Many companies and associates around the world are always being told to have excellent skills when interacting with a customer, as it is one of the most important ways you can get your service to be at the top in the market.

Have you ever wondered how huge companies all over the world always manage to stay on the front line when they launch a new product or a fresh advertisement?

Do you ponder over what are some of the powerful tactics they are being told to use when communicating with a client, and how do they convince in the best possible way?

Well, there is nothing to dismay yourself over as you have picked up the right one for you. In this eBook, I will be talking about all the ways you can provide customer satisfaction with your magnificent communication skills.

It truly doesn't matter if you are new to this with absolutely no experience, as this eBook is a guide to help you overcome your fears when dealing with stressful customers.

You will learn how to deal with customers who are impatient and extremely irritating to handle so that you can keep your business in the right direction and have strong competition with others in the market.

If you are eager to learn more about how you can allow your customers to fall in love with your business by using strong and convincing techniques, then continue reading.

Dealing with Very Difficult Customers

What you will learn in this eBook:

- How to deal with angry customers
- How to control your anger
- How you can engage your customers with your service.
- What you shouldn't say to angry customers
- How to console difficult customers
- Tips on how you can be more approachable
- How to keep your business at the top with the help of your customers
- And much more!

MENTALLY PREPARE YOURSELF

When it comes to the janitorial business, the first and foremost important thing to do is to prepare your mind. It is true that many people around the world say that starting a business can be a tough challenge, especially when you have limited knowledge of dealing with different types of customers.

A great way to prepare yourself is by understanding the worst and best possible outcome. You should ask yourself questions such as:

- Am I ready to handle the stress and anger of my customers?
- How will it affect my will to work hard?
- Is my goal to satisfy my customers or put pressure on them to buy what I have to offer?

Remember that no one starts out perfectly, and it will take time to get a grip on your new actions. You should think of starting a business as an important goal that you have to work hard on to achieve.

Instead of losing interest when customers are impatient, try to focus on making them feel satisfied and happy.

Dealing with Very Difficult Customers

UNDERSTANDING THEIR BEHAVIOR

In the janitorial business, you will soon begin to notice different types of customers, some may have a clear knowledge of what they are getting into whilst some may need guidance.

It is your job as a professional to understand customer's behavior. For instance, in the janitorial Services business there may be an angry customer who wants to learn about floor care and washroom maintenance but is unsure what to ask and wants to learn about different types of process and how he/she can spend their money wisely.

Now they might implement too many questions on you all, at once, and confuse you; however, remember to not allow yourself to be in a state of panic. Instead of ignoring them, try to focus on the root of the problem and what their main difficulty is.

It could be that they have a financial budget and wants to get the cheapest service with minimum budget, it doesn't truly matter what their concerns are as long as you are there to help their needs.

This is just an example of how you can focus on understanding their demand without being impatient. Always remember that a key to being a good contractor is by being polite and understanding.

PUT YOURSELF IN YOUR CUSTOMER'S SHOES

When a customer walks in or is on a call, you have to greet them in a way that shows your eagerness to work. By putting yourself in the customer's position, you will be able to understand them better.

Ask yourself if you were a customer, what would you expect from the salesperson?

Would you be interested in someone who seemed lethargic and uninterested?

Dealing with Very Difficult Customers

One way you can allow the customers to understand you better is by nodding during a call or saying things like;

"Yes, I understand your problem Sir/Ma'am." "I would love to help you find a solution." "There are many ways we can fix your issue." It is pertinent to allow others to view you as their 'friend' who is willing to work with full determination.

DO NOT LOSE YOUR PATIENCE

If you see a person who is swearing or using strong language, then always respond in a neat and clam way.

Take a deep breath and allow them to vent first, then respond by assuring them that you are fully aware of the problem and want to help them in the best possible way.

Always remember that you do not want to seem like you have ignored their problem because of their displeasing behavior, but instead learn to reply to their questions as clearly as possible.

This way, they would understand that you are on their side and are equally determined to work out to find a solution.

Another thing you mustn't do is to take their words personally. Always remind yourself that the customer is not pouring their anger directly on you, but are rather displeased with the quality of your company's service.

LISTEN ATTENTIVELY

The main thing that an angry person wants is someone who would listen to them and understand their concerns. When you are focused on listening to their problems, it creates a positive aura between you and the customer. It would most likely help them calm down and be eager to work with you.

Always give them time to fully vent without interrupting them, and after they are done, then speak out by summarizing what they have said and repeat their questions.

Dealing with Very Difficult Customers

This way, they would know that during their anger, you did not react violently but instead listened to their every word.

If you are dealing with an angry customer in person, then remember to have a positive body language that shows you are concerned and willing to help.

Always remember to stand straight, hands in front of you and have a strong eye contact to show the person that you are paying attention to them. The last thing that an angry person would want from you is to think that you are not active in their problems.

LET GO OF YOUR FEAR

Confidence is a strong and important part of your personality that affects the way you interact and handle angry customers. No one likes a person who is extremely shy and afraid of their own customers.

Remember to always bring an assertive side of your personality when you are difficulties with your client.

Instead of connecting the call to other employees because you are afraid of what to say, learn to stick to your words and speak in a loud and clear manner.

If you think putting them to a different person would solve your problem, then you are clearly wrong as it would give a rude impression of your company in the minds of the customers.

Like I have mentioned earlier, always listen to them attentively and focus on their problems without taking it personally.

Dealing with Very Difficult Customers

CUSTOMER'S WORDS ARE YOUR WORDS

A major key when having a conversation with your customer is to be on the same page. What this generally means is to repeat their own words so that they understand that you are fully aware.

You have to convince them with your words and body language that you are concentrating on their every word. Angry customers often tend to speak many things at once that can become confusing at times; however, remember it is pertinent to always listen to them to improve communication skills.

An example of what you can say to them is: 'Okay, so what I am hearing is that...' "I understand that your main concern is that you want..."

"I have understood your main issue regarding... let's look into some of the ways we can solve"

Once you have established a connection with the customer, it will become easier to help them.

Always remember that no matter what kind of language they use or the attitude they present themselves with, it is your job to always thank them for bringing their problem to you. This can help them to calm down and build a stronger relationship between you and the customer.

PROVIDE WITH EXTRA DETAIL

In order to deliver great customer service, it is important to have a clear understanding of what you are offering to your customers.

When an angry customer approaches you, he/she will be expecting a service that befits them. You have to make sure that your every word you utter reach to them clearly. You have to take the extra mile to clear all their doubts.

Remember, it is always better to highlight all the pros and cons of your product before they ask. This way, the customers will be more interested in buying your product and won't wither away.

Dealing with Very Difficult Customers

When you are talking about the product, remember to be as neutral as possible to help your customers make a wise decision. A great tip while pointing out the problem is to always provide a solution.

For instance, you are describing your customer with a new laptop that has recently been introduced. When you are doing so, always highlight the positives and negatives in a balanced manner.

Let's say that the laptop is relatively heavier than other laptops, and this easily be considered a problem. Instead of hiding or ignoring this issue, it is better to talk about finding a solution, such as carrying a laptop bag to keep it safe.

BE SINCERE

Besides staying calm and having a bold, assertive personality, it is equally important to be completely sincere with your customers in order to flourish your business. It is important to note that many customers tend to know if you are just working for the sake of selling additional services for your company or if you are truly there to help and guide them.

If you are only convincing your customers to quickly sell out all your services, then you will notice that you will lose many customers as they are in hopes of finding a sincere employee who would guide them and not just convince them.

You have to keep in mind that your words and actions reflect your willingness to work. No one really likes someone who 'forces' them to purchase their product without guiding them straightly.

If a customer walks in with a strong, angry tone, it is up to you to be extra polite and convince them of your trustworthiness.

DO NOT RUSH IN WITH YOUR CUSTOMER

Even If you are under the impression that your customers are wrong, it is important not to blame everything on them. Many employees find it right to point out the customer's fault at everything, and that can become agitating for them.

Dealing with Very Difficult Customers

When you are interacting, it is important to remember that at the end of the day, it is in the hands of the customers to give an honest review online.

You do not want your company to be in a downfall because of your actions towards your customers.

When an angry customer comes up to you, you should keep in mind that you represent a part of your company, and your words can affect everything.

So instead of rushing in to get everything done, allow yourself to be engaged in the customers' problems carefully, without seeming annoyed or angry.

In addition to that, always remember to never write or say something that can be used against you. It is extremely immature to point out another employee's mistake so that you can 'save' yourself because, at the end of the day, the customer will give a review on the entire company, not just one particular employee.

KEEP THEIR PRIORITIES IN MIND

A common problem that comes in the way of customers is the feeling that their priorities are not being highlighted by your company. This can result in having fewer customers and potentially having a low rating online.

If your company deals with more than hundreds of cases per day, then there might be a high chance of some customers feeling like they have been left out.

However, you should always keep in mind that their priorities are your priorities. This means that in order for your business to succeed, you have to deal with everyone equally.

If you find that it is extremely hard for you and your team to focus on all the cases, then what you can do is reassure on call or in person. Tell them that their case is your first priority and that you are working tirelessly to fix their problem.

Always remind yourself not to let your customers hang on the loose thread as it will bring more harm than good to your company.

Dealing with Very Difficult Customers

REACH CUSTOMER AGREEMENT/EXPECTATION

Many companies end up in failure because of not being able to have a proper agreement with their customers. In order to satisfy your customers and your own company, it is important to clearly talk to the customers. Ask their needs, priorities, and their reasons.

You can openly ask questions to them so that you can understand them better. Remember to ask questions that won't result in answers with yes or no. You can ask them questions such as;

- What are you expecting in terms of the quality and the price?
- What are the goals that you are striving to achieve with this service?
- What is your reasonable time-frame?

Another important thing to do when talking to your customers is to figure out their main expectations and try to meet them. If they are demanding something that you can give, then remember to let them know.

Lastly, always remember that it is crucial to keep in contact with your customers. You have to always engage them in your company's products in a way that pleases them.

Communication is a key that you should work on with different customers, especially the impatient and angry ones.

SET PROS AND CONS STRAIGHT

When we talk about the service itself, it is crucial to know that in order to keep the customers engaged; you have to be as neutral as possible. There is no benefit in trying to get your customers satisfied by constantly implying pros and leaving out cons. You have to let them know from a sales point of view about the service you are selling and give an honest review.

Dealing with Very Difficult Customers

Customers are more likely to purchase a service if the marketing strategy of the sales employee is excellent. You do not have to completely disregard the drawbacks as it gives an odd impression to the customers. Instead, lay out the pros and cons in a balanced manner so that the customers can make a decision accordingly. Remember, you are explaining to your customers in hopes of convincing them to buy, not force them.

BE THEIR FRIEND

When you are running your own business or is part of a hugely successful company, it is important to interact with the customers as if you are their friend.

Now being friends doesn't mean that you try to be extra personal with them by asking about questions that aren't related to your work. Many customers seek respect from you when they are in front of you; they are looking for someone who will be sincere and honest when it comes to talking about the service.

What I mean by being their friend is to respect their opinions and try to get their personal feedback. This has two major advantages;

In the eyes of customers, they will view you as someone who is dedicated to their job and is ready to listen to customer's critics, no matter what they are. It creates a sense of trustworthiness within the customers, which is extremely important.

Another benefit of this is that it helps you, as part of a company, understand different types of customers. Getting feedback from an angry customer is crucial as they tend to be more honest than others. This way you can sum a conclusion about your product and how people think about it, which in turn helps your company.

BE TRANSPARENT

Being transparent with your customers is as same as being personal with them. When we are talking about angry customers, we have to let them know that they are talking to a human, not a business associate, to be more personal with them.

Dealing with Very Difficult Customers

A great way to let your customers know about your presence and their importance are by using their names in the conversation. It is a fact that using your customers' names can help them like you more and will aid in getting more customers.

Another important thing to do is to remember the customers' past history with your business. Simply reminding them of their past experience, can give a positive impression as it shows that you, as part of a business, give significant importance to their customers.

When there is an angry customer in front of you, instead of shutting your mouth completely, it is better to include by mentioning their past experience with the company in order to lighten the situation.

APOLOGIZE FOR ANY INCONVENIENCE

When an angry customer shouts on a phone call, remember to always listen to their concerns without interrupting. It is pertinent to focus on the customer's words, rather than taking it personally. For example, let's say a customer calls you and talks about a service you sold to them;

"I bought this item 2 weeks ago with great anticipation; however, I was disappointed and surprised that it stopped working out of the blue."

Now you have to focus on their word choice; they mentioned the word "disappointed" and 'surprised,' this simply means that the customer is not angry but is simply showing their emotions. You have to quickly reply in a positive and obedient manner like;

'I am extremely sorry that you had to experience such a problem from our Company, let's work together and look into the actual problem.'

This shows that you are willing to keep the customers' priority at first without trying to completely disregard their emotions.

Dealing with Very Difficult Customers

FOCUS ON SOLUTION

Showing your customers a solution to their problem is an important tactic that you should focus on. Let's say that an angry customer walks in your shop with an urgent problem that they think cannot be solved easily.

It is your job to show them a solution quickly to help them calm down. Let's say that after you have explained a reasonable solution, they say that they have tried everything but end up with no solution.

Now, this is the perfect opportunity for you to use the great strategy, which is to tell them that their service is being taken care of by experts, or it is transferred to a different team to make sure it is working properly.

This sets some sort of trust in the hearts of customers as they will acknowledge that you are not trying to get rid of their problem, but are actually focusing on satisfying you.

KEEP THEM BUSY

You are keeping your anger and frustration engaged in your company is an important and effective tactic that helps them calm down and give a positive review online. Some of the ways you can keep them busy are by asking them questions as it is a great opportunity for you to understand the buyer's mindset. You can ask them about their past experience, their goals, their price point, as well as give them a few tips about the product so that they are fully listening to you.

Another thing you can do is to talk about the business itself. If you find that the customers have a high degree of knowledge about business markets and stocks, then in order to keep them busy, you can talk about the difficulties you have faced and how you manage the company.

This helps the customer to understand you and the company you work for better and can actually help to lighten their mood.

Dealing with Very Difficult Customers

DO NOT LOSE YOUR ATTITUDE

It is completely normal to get annoyed after hours and hours of working tirelessly. You might want to rest, but they're still are customers who ask too many questions or are looking to negotiate in a way that is too low for your company that makes you get in a moody attitude.

While we all get annoyed at a certain point, however, it is extremely important not to lose your positive and confident energy in front of the customers.

When you are facing an extremely angry person, do not try to justify yourself and not listen to their concerns as it will worsen the situation.

Try to push yourself to listen to their problems, no matter how annoying they might be, and then thank them for sharing their concerns while staying calm.

You can think of it as this way;

Customers will come and go, they will shout or blame everything on the company, but that does not give you a reason to justify or 'protect' your company as, in the end, there will be more damage to your side, not theirs.

TAKE A FEW MINUTES TO FOCUS ON YOURSELF

As the title suggests, it is important to look out for your own well-being after dealing with an angry customer. Instead of forcing yourself to get back to work and focus on other things, it is better to sit down for a while and evaluate the situation you have just faced.

You can even think of the ways you can be better if you face a similar situation in the future. When we are working, we often tend to neglect our mental health and continue to work tirelessly, which can become frustrating at times.

Dealing with Very Difficult Customers

Remember that you are a person at the end of the day too, and it is completely normal to feel angry or annoyed. Spending a couple of moments to yourself can help you become active and be more present without having to feel annoyed or rude.

After you are done, try calling the customer back and ask them if everything has been resolved and apologize again so that they know you were honest and sincere. It will also increase the chances of them coming back to your company again.

ALWAYS SMILE

A key to dealing with impolite and angry customers is to smile all the time as it helps you be friendly and calm. When you go to a mall, you will notice that people are often attracted to those shops where the customer service is great.

Having a resting smile face can help you get you more customers; in fact, they will be more comfortable asking questions to you. It is a fact that having a smile on your face can help improve your mood and will naturally help to convey a more approachable and polite tone in front of your customers.

Standing still with a poker face, on the other hand, can seem like you do not want to work or talk to the customers in front of you. No matter how hard you try, customers will not come to you simply because of your attitude.

When you are working for a company, your job is not only to convince the buyers to purchase and leave, but rather involves giving out a good positive impression on behalf of your company.

A customer walks into a shop in hopes of finding a good quality product along with expert service. Therefore, always keep in mind to have a polite, welcoming smile on your face in front of all types of customers.

Dealing with Very Difficult Customers

KEEP YOUR COMMITMENTS

During an unpleasant situation, most of the people instantly fall into anger and frustration. When customers pour all their anger on you, it doesn't mean that they have a problem with you or your company; the anger that comes out is usually a response to the problem which they think cannot be resolved.

That is why it is extremely important to give your customers a kind of relief by setting commitments. If there is an issue with the product, promise them that you will make it a priority of yours to get it fixed with the due date. This way, the customers will be reassured that you are loyal and determined to work for them.

In a case where you could not fulfill the commitment you had set with your customers, then do not ignore them. It could lead to so many problems for your company, and with time, you will lose more and more customers. Instead, call them and politely ask for more time. You have to keep in touch with them so that they are aware of your effort and loyalty.

WHAT YOU SHOULDN'T SAY

When speaking to a customer, there are some words that you shouldn't say at all costs as it will drive away all the customers who come to you.

When a needy helpful customer comes to you in a really angry attitude, you have to understand that they need assistance from you. Instead of trying to put everything on the 'policy,' it is better if you try to first calm them down.

Try putting yourself in the customers' place, would you like it if you approach an employee and talk about your problems in hopes of them helping you, but you end up hearing things such as;

"It is beyond my reach."

"I'm sorry I can't help you with that."

"It's the system."

Dealing with Very Difficult Customers

These types of things can really annoy the customers who are looking for solutions. Even if you think you cannot do anything about it, try consoling them first and show them that you are ready to help them. At the end of the day, you are representing your company in front of the customers.

CONTROL YOUR CUSTOMERS

Another great tip when you are working for your company is to keep your customers attitude in balance. You have to make sure that you are giving your equal energy to all the customers. People are most likely to remember and visit you again if you have an assertive and polite personality.

On the other hand, if there is someone who does not want to be bothered with your presence, then instead of trying to be the “responsible” employee and keep following them, give them space until they call out for help. This is how you can keep your different customers balanced based on their different attitudes.

IF THINGS GET OUT OF HAND

Lastly, if you feel that whatever you do, the customer in front of you is still ignorant and rude to you, and then the last option you can do is to politely interrupt them while they are shouting and ask them to leave.

You do not have to lose your temper like them and shout at them as it will attract and scare many customers around you.

Try to be as polite as possible and ask them if they could sit down or talk in a low voice. You have every right to stop the situation from getting out of hand. If they do listen, then try to calm them down; otherwise, you have no other option but to get rid of them.

Finally!

We all are aware that starting and managing a business is not an easy task to perform. It requires hard work, determination, and, most importantly, patience when it comes to dealing with difficult, angry customers.

Dealing with Very Difficult Customers

Handling customers in a professional manner is the key to success when it comes to business, and hopefully, this eBook was of some help.

I am sure you have realized by now that at the end of the day, it is totally up to you to change your behavior and the way you interact as you are representing your company to the customers.

In order for your business to flourish, you have to keep your customers happy and welcomed. At the end of the day, they are the only ones who can judge and write reviews about your company online.

Therefore, always remember to be polite, kind, and have a positive approach to your personality in order to keep your business at the top.

Thank you for reading.

Dealing with Very Difficult Customers

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About the Author

Wayne Baxtrom, The Janitorial Coach, has over 52 years experience in the cleaning business. He has started 3 multi-million dollar Janitorial Businesses — the last being sold for over \$6,000,000. Recently retired, Wayne still feels the fire in his belly to stay active. He is motivated by his desire to help any and all folks making their living in the cleaning industry.

Wayne offers Janitorial Business Programs for startups and seasoned pros. To learn more about how Wayne can help your business grow, visit www.TheJanitorialCoach.com and schedule your free Discovery Call.