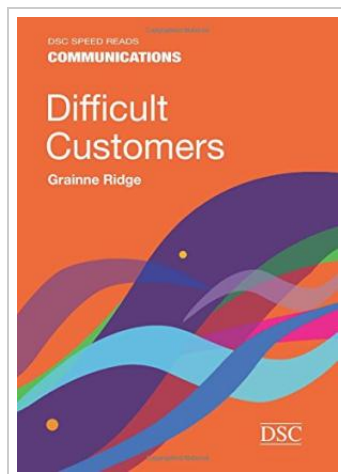




Difficult Customers (Paperback)

By Grainne Ridge

DIRECTORY OF SOCIAL CHANGE, United Kingdom, 2011. Paperback. Condition: New. Language: N/A. Brand New Book. If you ask people what the biggest challenge is in their job it is often handling difficult customers. In the charitable sector, whether the customer is a beneficiary or a benefactor, as in any other business the successful management of customers can make or break an organisation. This book is designed to give such organizations simple templates and tools which they can use with very little training experience. It also serves as a refresher for those who have undergone trainer training. It is essential reading for everyone who interfaces with customers and for CEOs and managers for whom happy customers are critical to the performance of their organisation. The book is designed so that you can dip into individual chapters if you know where you need help, or, you can treat it as a short course in designing and delivering training.



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