How to Effectively Communicate With Clients

Practicum in Human Services
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“The single biggest problem in communication is the illusion that it has taken place.”

-George Bernard Shaw
Human Services Career Pathways

- Consumer Services
- Counseling and Mental Health Services
- Early Childhood Development and Services
- Family and Community Services
- Personal Care Services
Communication

• An exchange of information between two or more people

• An exchange of information by thoughts, opinions or information by speech, writing or signs
Communication Involves Nonverbal and Verbal Skills
Nonverbal and Verbal Communication Skills

Nonverbal Communication Skills
• Appearance
• Body language
• Eye contact
• Facial expressions
• Gestures

Verbal Communication Skills
• Conversational manners
• Grammar
• Inflection
• Power of what you say
Nonverbal Communication
Personal Qualities

• Maintain professional appearance
• Demonstrate correct client care
• Project professionalism with confidence and enthusiasm
Keys to Good Listening

• be aware of strong emotions
• control your nonverbal messages
• don’t let silence make you nervous
• let the sender complete his or her thoughts
• show interest in what the other person is saying
• try to block out interruptions
• use good verbal skills in giving feedback
Client Relationships

• Good relationship skills will help you succeed on the job.

• Remember, the client is always right so never argue or take up opposition with a client’s view.
Dealing with Difficult Client Service Situations

- Don’t get defensive or take it personally
- Express empathy/regret
- Inform your supervisor after dealing with a difficult client
- Listen and allow the client to express his or her dissatisfaction
- Never argue with a client
- Provide options for solving the problem/situation
Dealing With Difficult Customers

(click on picture)
A Guide to Working With ‘Difficult’ Clients

A FIELD GUIDE TO
THE WONDERFUL
WORLD OF CLIENTS

EVERY FIRM HAS THAT ONE CLIENT—THE ONE WHO MONOPOLIZES YOUR TIME, FRUSTRATES THE ENTIRE STAFF, AND MAKES UNREASONABLE DEMANDS, BUT THE CUSTOMER IS ALWAYS RIGHT, RIGHT?
HERE ARE A FEW TIPS TO RECOGNIZE WHEN YOU’VE GOT ONE OF THESE CHALLENGERS AT YOUR HANDS AND HOW TO DEAL WITH THEM.
(Hint: Say “No” A Lot More.)

Mr. I’m Not Really Sure What I Want
Mr. Hey What’s That Over There, aka,
Mr. I Assumed This Was Included
Mr. I Needed This Done Yesterday

(click on picture)
Keys to Working with Difficult Clients in Counseling and Mental Health Services

(click on picture)
The Effects of a Bad Customer Service Experience

• On average, loyal customers are worth up to ten times as much as their first purchase.

• It is 6 to 7 times more expensive to acquire a new customer than it is to keep a current one.

• Take the time to address unhappy customers and do everything in your power to remedy the situation. It's not only worth keeping their business, but also avoiding any negative word of mouth exposure.

• 91% of unhappy customers will not willingly do business with you again.
Top Six Ways to Get An Angry Customer to Back Down

(click on picture)
Job Interview Questions

(click on image)
Review

• Compare and contrast nonverbal and verbal communication skills.

• What do conversational manners include?

• Explain three keys to good listening.

• Describe four techniques in dealing with difficult client service situations.

• How can bad customer service effect a business?
We love our clients! This indeed is a true statement for without clients, there can be no success or even a business in the first place. However, once in a while a client comes along that is not so easy to work with.

http://www.searchenginejournal.com/a-guide-to-working-with-difficult-clients/54036/

Websites:
• Babson College
  Customer Service Guidelines
  http://www.babson.edu/offices-services/human-resources/employment/students/policies/Pages/student-employee-policies.aspx
• 75 Customer Service Facts, Quotes and Statistics
  Learn how your business can deliver with the best of the best.
  http://www.helpscout.net/75-customer-service-facts-quotes-statistics/
References and Resources

YouTube™:

• Dealing With Difficult Customers
  Keeping customers is as important as getting them. This training video demonstrates a simple method for dealing effectively with angry customers. First, deal with the person; then, deal with the problem.
  http://youtu.be/a1nrWFCys6A

• Job Interview Questions
  How do you deal with difficult customers? How to answer interview questions.
  http://youtu.be/-KOn9KMI0NI

• Top Six Ways to Get An Angry Customer to Back Down
  Six quick tips to help you diffuse anger and create calm with unhappy customers. This video is part of the “Golden Method” e-learning course for handling difficult customers.
  https://youtu.be/ACKbkmO9rLg

• VideoBlog Keys to Working with Difficult Clients
  Sarah Bonkrude board certified music therapist and licensed professional counselor talks about how to deal with difficult clients.
  http://youtu.be/GYVHZAiKlxg