

Management Development Program (MDP) on **Managing Difficult Customers**

Date: 5th June 2023

Venue: MDP Hall

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| About the Program: | <p>The program will help frontline sales or service personnel.</p> <ul style="list-style-type: none"> ➤ To assist in identifying the different types of difficult customers ➤ To devise appropriate tools and strategies to address difficult customers, thereby generating goodwill and trust, which in turn will result in higher sales and increased profits. ➤ To provide insights on how to turn difficult customers into valued partners. ➤ To help in providing recovery services, thereby rebuilding customer loyalty after negative incidents |
| Number of Days: | 1 Day |
| Resource Persons: | <p>Dr. Mousumi Sengupta Dr. Nandakishore Shetty</p> |
| Target Group: | Front-line sales/ customer service employees |
| Fees | Rs.1500/- per participant |