



MANAGE DISRESPECTFUL, AGGRESSIVE OR ABUSIVE CUSTOMERS



**ACCREDITED
SHORT COURSE**

In today's retail environment customer facing staff are often required to deal with a challenging range of aggressive, disrespectful and abusive customers.

This scenario has become more acute during and after Covid, meaning that retail staff need to be equipped to professionally and safely deal with any instances.

In this short course facilitated by the NRA, your team will build their confidence and resilience whilst gaining critical skills and techniques that enable them to effectively handle escalating customer situations safely.



After this course your team will be able to:



Confidently and quickly recognise behaviours that are red flags.



Implement strategies to effectively deescalate most aggressive, disrespectful or abusive situations.



Know how to best handle customer actions that may lead to safety threats.



Document and report incidences.



Effectively manage personal impacts of situations with critical debriefing strategies.



What past clients say:

The NRA course regarding managing aggressive, disrespectful, and abusive customers was a great resource for our retail teams at City Beach. It was an excellent refresher on best practice approach for the leaders across my portfolio, and an opportunity to come together and share knowledge and real-life examples, that will certainly benefit one another in their roles moving forward.

It was great to see our leaders instilled with confidence in this space.

- Carly, People & Culture Advisor, City Beach

The NRA Program has been great for our managers. This program has helped provide awareness to all employees with better knowledge and understanding of how to deal with these situations involving aggressive behaviour.

It has helped managers to provide this feedback to the team that are unsure or didn't know. Unfortunately, aggressive customers are only getting worse with the economic climate, but with this training it helps guide the management team and staff.

- Iain, Area Manager, City Beach

SIRXCEG008 Manage Disrespectful, Aggressive or Abusive Customers Training

Course delivery methods:

1. eLearn
2. Zoom Sessions
3. In-house Face to Face



The National Retail Association has specialist training facilitators delivering this course.

To enrol, enquire or explore more contact your NRA representative:

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