



Turning Tough Customers into Vocal Advocates

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How you feel affects what you do. Learn to change the triggers that take you off course with unhappy customers, and see challenges as a game you can win. Customers who express emotion, even negative emotion are more invested in your company and there are joyful ways of rehabilitating the unhappy into loyal happy fans of your company. Learn the steps to turning around tense situations and creating breakthrough results with even your most cantankerous customers.