



## Work Area 17 Business Environment

### 3.35 Present a positive image of self and the organisation through adaptation of behavior

- LO100 - Demonstrate ability to adapt own behavior to maintain positive and professional manners when under pressure, e.g. working to time constraints, when dealing with a difficult situation or a client.



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# Module Details

Work Area Code:	17
Work area title:	Business Environment
Unit Code:	3.35
Unit Title:	Present a positive image of self and the organisation through adaptation of behavior
Learning Outcomes Nos:	LO100
Learning Outcomes titles:	Demonstrate ability to adapt own behavior to maintain positive and professional manners when under pressure, e.g. working to time constraints, when dealing with a difficult situation or a client
Recommended Duration:	1.5 hour
Trainer:	



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# Standards of professional behavior

- Professionalism is a way of conducting oneself that includes:
  - Respect for others
  - Commitment to quality
  - Responsibility
  - Personal integrity
  - Appearance
  - Reliability
  - Competence
  - Ethics
  - Maintaining Your Poise
  - Organizational Skills



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# Behavior that you have to avoid

Employees are expected to treat each other, staff, students and others in a professional manner while conducting business. Discourteous or offensive behavior directed toward staff, students or others will not be tolerated. Examples of such behavior include, but are not limited to:

- Bullying or berating others
- Physical or verbal intimidation, such as shouting or angry outbursts directed toward others
- Derogatory verbal or physical behavior, such as name-calling
- Directing profanity toward others
- Behavior that has the effect of humiliating others
- Mobbing
- Other unprofessional or inappropriate behavior



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# Definition of professional behavior

- Professional behavior includes behaving with integrity, honesty and good ethics.
- It also includes communicating with others in a respectful manner, showing initiative, meeting commitments and responsibilities, contributing and participating in team events, recognizing and learning from personal mistakes, being punctual and accepting responsibility for one's own actions.



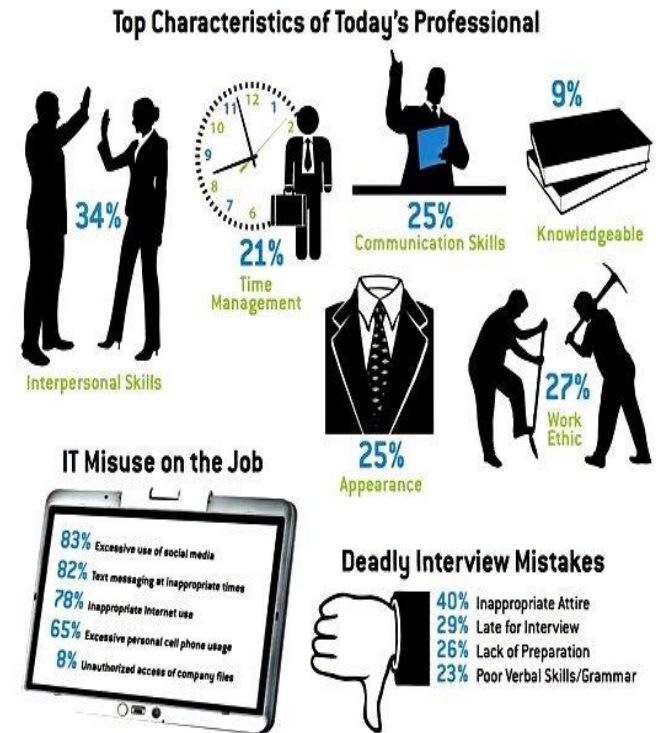
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# Benefits of professional behavior

- ✓ The more you put into practice the points mentioned before, the better your chances will be to create a positive reputation for yourself.
- ✓ This can translate into raises and promotions, chances to work on more assignments that you enjoy, less likelihood of being downsized when layoffs are being considered, and the respect of peers and senior management.
- ✓ You also benefit from feelings of increased self-worth and dignity.
- ✓ Plus you keep yourself marketable for the future.



**CPE**  
Center for Professional Excellence  
Source: Center for Professional Excellence at York College of Pennsylvania's 2012 Professionalism in the Workplace Study. To download a copy of the full report, visit: [www.ycp.edu/cpe](http://www.ycp.edu/cpe).



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- **Leave a favorable impression**

- Remember customer's names and preferences.
- Make an extra effort to be helpful.
- Demonstrate knowledge, enthusiasm and interest in customers.
- Display genuine concern for the quality of products and services.
- Care about people and meeting their needs.
- Listen sympathetically to customer complaints.
- Take pride in yourself and your work.



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# Dealing with difficult situations

## □ Working under high pressure conditions

In order to work well under pressure, there are a few prerequisites to bear in mind :

- Mental resilience
- Planning is indispensable
- Focus is vital
- Delegate work
- Be composed
- Be adaptable and flexible



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# Dealing with difficult situations



❑ Employers and employees can tackle work pressure problems and work stress in five stages.

- awareness of the problem
- analyzing and measuring
- selecting measures
- introducing measures
- follow-up and evaluation



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## ➤ Conflicts with Customers

Sales and customer service employees can experience conflict with customers on a fairly regular basis, depending on the industry. A common conflict experienced by salespeople is a dissatisfied customer who feels personally defrauded.

## ➤ Leadership Conflicts

Personality clashes between managers and subordinates can cause a range of interpersonal conflicts to arise. Employees may feel bullied or pushed by more authoritarian managers, or may perceive a lack of guidance from more hands-off managers.



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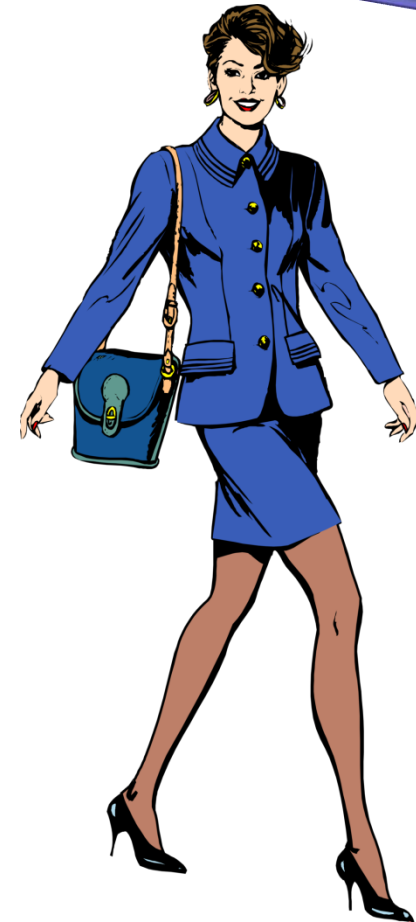


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- Have you ever had to deal with a difficult customer?
- What did you do?

## Group discussion



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# Watch the video

- <https://www.youtube.com/watch?v=T20hV4ynU7o>



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# Difficult customer types

- Angry
- Impatient
- Intimidating
- Talkative
- Demanding
- Indecisive



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# Dealing with difficult customer

- **Control Yourself:**
  - Don't argue with angry customers
  - You can lose a good customer
- **Listen and let the customer relax:**
  - The customer wants to be listened to, acknowledged and understood.
- **Maintain eye contact.**



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# Dealing with difficult customer

- Show that you care:
  - Demonstrate active listening and empathy
- Don't Blame the Customer or the Company:
  - When explaining your organisation's policy use either the indirect approach ("There are a few questions before I can give you a refund.") or "I" statements ("I need additional information.") as much as possible.
- Try to Solve the Problem, or Get Someone Who Can:
- Don't make promises you can't keep.



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# Methodological tool

## Role Play – The difficult customer

EUPANEXT\_LO\_100\_M\_01



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# Review Questions/Activities

- Review Question 1
  - What are the benefits of professional behavior?
- Review Question 2
  - How can you deal with a difficult customer?



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• Professionalism includes:

- Respect for others
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- Competence
- Ethics
- Maintaining Your Poise
- Organizational Skills

• Difficult customer types:

- Angry
- Impatient
- Intimidating
- Talkative
- Demanding
- Indecisive

• Dealing with a difficult customer by:

- Controlling Yourself:
- Listening and letting the customer relax:
- Maintaining eye contact.
- Showing that you care
- Not Blaming the Customer or the Company
- Trying to Solve the Problem, or Get Someone Who Can:
- Not making promises you can't keep.



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# Well Done!

# You have completed this unit



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