

Workshop focuses on difficult customers

The Sierra Human Resources Association is presenting Dealing with Difficult Customers, Service Recovery Strategies on May 23 from 9am to noon.

This is in partnership with the North Lake Tahoe and Truckee Donner Chambers of Commerce.

Business plans, promotional and advertising campaigns, and sales and marketing initiatives are wasted efforts if poor customer experience is driving away people because they are not getting what they want. It costs up to five times more to attract new customers than it does to retain existing customers.

In this interactive workshop, guest and customer facing staff will learn to avoid indifference and diffuse tension build up from three stages of increasingly difficult customers using a proven and powerful service recovery formula.

The cost is \$29 for SHRA/SHRM members, \$39 for chamber members, \$49 for non-members. Volume discounts for four or more from the same company apply. Register online.

Beverages and snacks will be provided at 8:30am.

For more information, call Laura Moriarty at (530) 573.0224 or go online.

The event is at at the Hampton Inn located at 11951 Highway 267 in Truckee.