

COURSE CONTENT OVERVIEW

Managing Conflict in Retail



Customer service is a large part working in retail, and unfortunately this means that employees often find themselves in situations where they have to deal with difficult customers. Conflicts with customers can occur for any number of reasons, and in some instances, staff can find themselves in confrontational situations that place them at risk of verbal abuse, threats, or even physical violence.

For this reason, it's imperative that those working in retail not only understand why conflicts occur, but also the legal right they have to be safe at work. This course will offer advice and guidance on how to successfully handle these potentially difficult situations. Learning ways to effectively deal with these conflicts can also increase customer satisfaction and, of course, the physical and mental wellbeing of the employees.

Module One: Managing Conflict in Retail

This short course is designed to help those working in food retailers understand how conflicts with customers can arise, and have the confidence to successfully deal with any difficult situation that they may find themselves in. This course will cover:

- Employee rights.
- Delivering effective communication.
- Alcohol safety and the sale of age-restricted products.
- Handling customer complaints.
- Dealing with difficult situations such as verbal and physical abuse, shoplifting and robberies.

Aims of the training

By the end of the course, you will:

- Understand your rights as an employee in regards to being safe at work.
- Know the laws surrounding the sale of age-restricted items, including what constitutes a valid form of identification.
- Understand how alcohol safety can help to limit conflict.
- Identify the common causes of conflict between staff and customers in retail.
- Know how to effectively handle a complaint.
- Have the confidence and skillset to deal with a range of difficult situations.