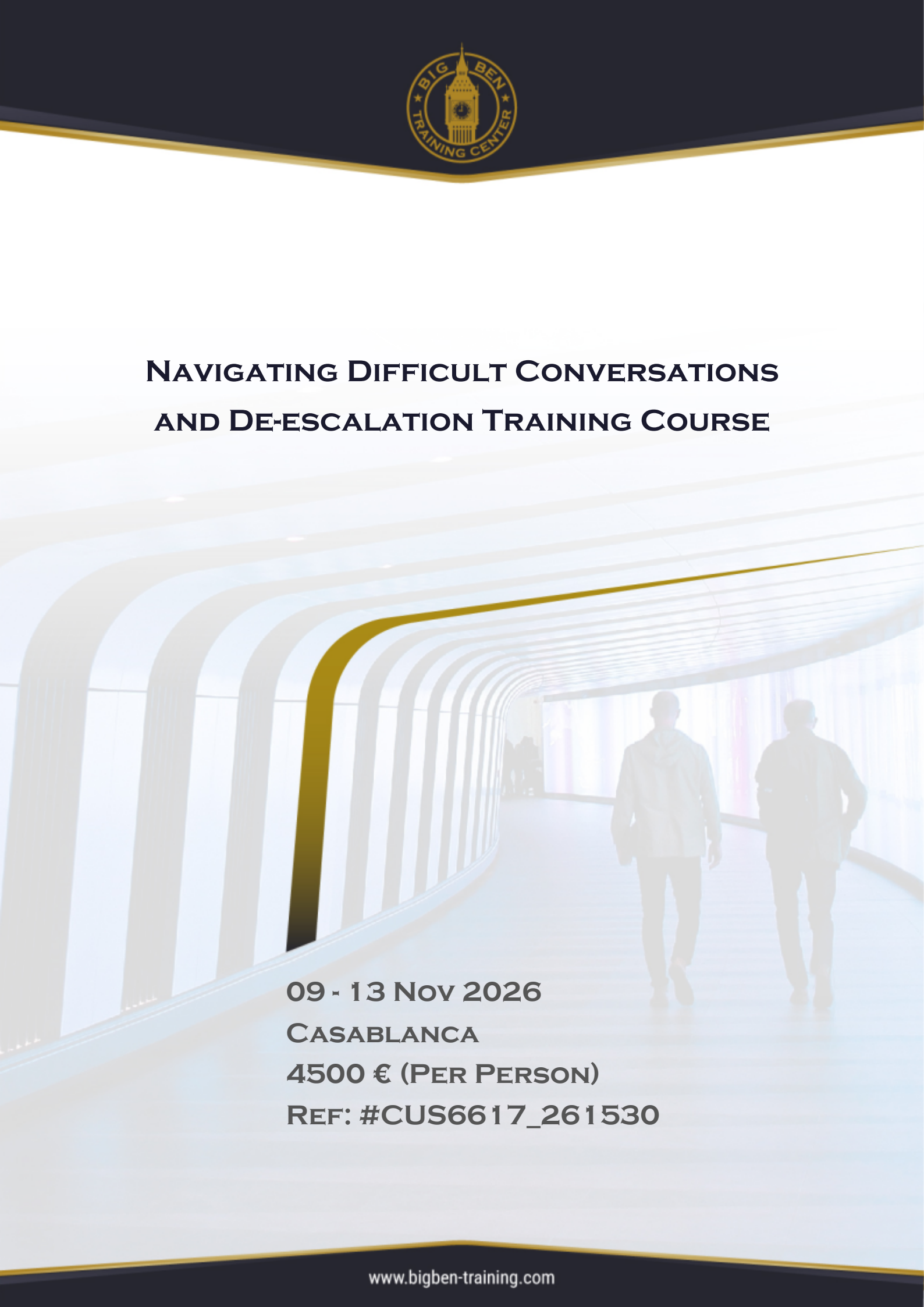
Navigating Difficult Conversations and De-escalation Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #CUS6617_261530

Course Introduction / Overview:

In today's complex service environment, the ability to handle difficult conversations with confidence and diplomacy is a key differentiator for professionals and organizations alike. This Navigating Difficult Conversations and De-escalation Training Course is designed to provide participants with the advanced communication skills needed to manage challenging customer interactions with grace. This program, offered by BIG BEN Training Center, goes beyond basic customer service scripts to delve into the principles of conflict resolution and persuasive communication. The curriculum draws on the work of academics and experts like Chris Voss, a former FBI hostage negotiator and author of the book "Never Split the Difference," which provides powerful insights into the art of empathetic listening and strategic negotiation. Participants will learn how to de-escalate heated situations, address emotionally charged complaints and find mutually beneficial resolutions. The course focuses on practical skills for using a calm and confident demeanor, identifying underlying needs, and reframing conversations to achieve positive outcomes. By mastering these competencies, you will be able to handle even the most difficult conversations with poise, turn a negative situation into an opportunity for trust-building, and protect your organization's reputation. This program is the ultimate guide to becoming a Master of Service Diplomacy.

Target Audience / This training course is suitable for:

- Customer service professionals.
- Team leaders and supervisors.
- Complaint resolution specialists.
- Account managers.
- Public relations and communications staff.
- Anyone who handles high-stakes customer interactions.

Target Sectors and Industries:

- Telecommunications.
- Financial services.
- Healthcare.
- Government agencies and public services.
- Retail and e-commerce.
- Travel and hospitality.
- All service-based industries.

Target Organizations Departments:

- Customer Service.
- Client Relations.
- Support and Help Desk.
- Public Relations.
- Operations.
- Human Resources.

Course Offerings:

By the end of this course, the participants will have able to:

- Master advanced de-escalation techniques for angry customers.
- Handle emotionally charged conversations with professionalism.
- Use empathetic listening to understand underlying needs.
- Apply principles of negotiation to find win-win solutions.
- Maintain a calm and confident demeanor under pressure.
- Transform a difficult conversation into a positive experience.
- Manage their own emotional responses effectively.
- Become a diplomatic and skilled communicator.

Course Methodology:

This training course uses a highly immersive and skills-based methodology. The program is built around intensive role-playing exercises that simulate a variety of difficult customer conversations, from irate clients to complex, multi-layered complaints. Participants will work through these scenarios, receiving real-time feedback from instructors and peers. The course includes workshops on the psychology of conflict, allowing participants to understand the emotional triggers behind difficult behavior. BIG BEN Training Center facilitates a safe, controlled environment where individuals can practice and refine their de-escalation, communication, and negotiation skills. Our approach also uses video analysis of real-world examples to highlight best practices and common pitfalls. This hands-on, practical methodology ensures that participants not only understand the theory of communication but also have the confidence and ability to apply these critical skills immediately in their day-to-day work.

Course Agenda (Course Units):

Unit One: The Psychology of Conflict

- Understanding the emotional brain.
- Identifying the triggers of customer frustration.
- The importance of a calm and empathetic mindset.
- Managing personal stress and emotional responses.
- The difference between active listening and active hearing.

Unit Two: Mastering Verbal De-escalation

- Techniques for calming an angry customer.
- Using empathetic statements to build rapport.
- Phrasing questions to guide the conversation.
- The power of mirroring and labeling.
- Communicating with a confident and reassuring tone.

Unit Three: Strategic Problem-Solving

- Getting to the root cause of a complaint.
- Negotiating a solution that satisfies both parties.
- Knowing when to say "no" with diplomacy.
- Managing expectations and setting clear boundaries.
- Turning a negative situation into a positive outcome.

Unit Four: Handling High-Stakes Situations

- Communicating in a crisis.
- Handling public and social media complaints.
- Dealing with threats and abusive language.
- Knowing when to involve management or security.
- Protecting yourself and your organization.

Unit Five: Building a Culture of Diplomacy

- The role of leadership in difficult conversations.
- Sharing best practices and lessons learned.
- Providing continuous coaching and feedback.
- Measuring the impact of diplomatic skills.
- Becoming a trusted advisor to your customers.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a service professional, by applying the principles of advanced diplomacy, transform a tense and adversarial customer conversation into a collaborative effort that strengthens the customer-organization relationship?

What unique qualities does this course offer compared to other courses?

This training course is unique because it treats customer service as a form of advanced diplomacy, moving beyond standard scripts to provide a deep, strategic skill set for handling difficult conversations. While most programs offer a quick guide to problem-solving, this one is built on the principles of negotiation and conflict resolution, giving participants a powerful, academic-based framework for communication. The course is distinguished by its intense, real-world role-playing exercises, which allow participants to practice their de-escalation skills in a safe environment. We also focus on the psychological aspects of conflict, helping professionals manage their own emotions and build rapport even in high-stakes situations. This program is for anyone who wants to become a Master of Service Diplomacy, someone who can turn a potentially damaging conversation into an opportunity to build trust and protect their brand's reputation.