



# Webinar Registration Form

**Working With Difficult & Aggressive Customers: How To Communicate Effectively Via Phone & Email**  
**Thursday, September 27 ~ 1:00-2:00pm (Eastern)**

Once the live date has passed, this training will be available on demand.

## Overview

---

Student/customer service professionals in higher education often face daily challenges when working with the diverse needs and increasing expectations of today's students and their families. Challenging and difficult customers can be easy to identify, but how can we work through the situation more proactively to minimize the conflict, de-escalate the situation, and resolve their frustration or complaint, so we end up with a happy customer? This webinar will help higher education professionals that work in customer service roles gain important skills to effectively work with difficult people and challenging situations with a particular emphasis on working with those customers through phone and email communications.

Participants in this webinar will better understand how to recognize difficult customers and better understand the source of their frustrations. In this webinar, participants will learn ways to verbally de-escalate an angry caller over the phone, learn how to control conflict in email communications, and discover strategies on how to remain calm and composed during an aggressive customer situation. Additionally, they will be able to examine a conflict situation and determine the best methods for working through the situation.

### Objectives:

- Understand some of the common types of difficult customers
- Understand some of the reasons and sources of customer frustration and anger
- Learn how to recognize aggression and hostility
- Discover the listening skills needed to make your customers feel listened to and respected
- Identify ways to verbally de-escalate an angry or aggressive caller
- Detect and control conflict through email communications
- Learn common communication mistakes to avoid
- Examine a conflict and determine the best method to work toward resolution
- Learn strategies to stay calm, cool, and in control of the conversation

## Who Should Attend?

---

- Student Services staff
- Customer Service units
- Academic advisers
- Call Centers
- Student Affairs staff
- Higher education administrators
- Managers of staff who oversee customer/student services departments
- Office of the Registrar
- Financial Aid Office
- Any educator interested in learning more about working with difficult customers



## Working With Difficult & Aggressive Customers: How To Communicate Effectively Via Phone & Email

Thursday, September 27 ~ 1:00-2:00pm (Eastern)

### Speaker(s)

---



**Dr. Julie Selander / Director of the One Stop Student Services & University Veterans Services**  
*University of Minnesota*

Dr. Julie Selander has worked in higher education administration and finance for over 30 years and her experience includes a variety of leadership positions in student services and service operations. Prior to Julie's current role as the Director of the One Stop Student Services and University Veterans Services at the University of Minnesota, she collaborated with her colleagues to develop the "One Stop" model, providing seamless and integrated student services in the areas of enrollment, registration, financial aid, billing, academic records, and veteran services.

Julie presents frequently on various topics related to higher education student services and has written several articles for publication, including a chapter for NACUBO's Student Centered Financial Services: Innovations That Succeed. She is the President for the Institute for Student Services Professionals and consults for a variety of higher educational institutions on student services, customer service, and financial literacy topics.

Julie has her bachelor's, master's, and PhD degrees from the University of Minnesota. Her PhD is in Organizational Leadership, Policy, & Development with an emphasis in Higher Education. She has been a part-time instructor for several years at the University of Minnesota and has taught Strategic Customer Relationship Management and Customer Service Training.

---

### Newsletter



# Working With Difficult & Aggressive Customers: How To Communicate Effectively Via Phone & Email

Thursday, September 27 ~ 1:00-2:00pm (Eastern)

## Registration Information .....

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

## Payment Method .....

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one)    Credit Card    Check    Purchase Order (if applicable) P.O.#: \_\_\_\_\_  
(If you select PO as your payment method, a PO number is required.)

### Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		

## Packages & Pricing

### Select your webinar package:

\$425 - 1 webinar (Unlimited connections at your institution and recording for one year)

\$900 - 3 webinars (Save \$375)

\$1500 - 6 webinars (Save \$1050)

\$3995 - Purchase Go2Knowledge to receive unlimited access to webinars & recordings for one year (Best Deal!)



# Working With Difficult & Aggressive Customers: How To Communicate Effectively Via Phone & Email

Thursday, September 27 ~ 1:00-2:00pm (Eastern)

## Login Directions .....

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

## Site Connections .....

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited site connection price.

## Recording Information .....

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

**Recording Benefits:**

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

## Technical Details .....

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

## What equipment is required? .....

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

## Cancellation Policy .....

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

## Satisfaction Guaranteed .....

We want you to be satisfied with your purchase. For questions, concerns, or problems, please email [support@ieinfo.org](mailto:support@ieinfo.org) or call 303.955.0415.