

LIVE MASTERCLASS



FROM CONFLICT TO CONFIDENCE: MASTERING CUSTOMER COMPLAINTS

Turn angry customers into loyal brand advocates. A 2.5-hour power-packed practical session designed for frontline sales and support professionals.



Luqman Ahmad Khan

LEAD TRAINER & CUSTOMER EXPERIENCE STRATEGIST

🕒 2.5 Hours Single Session

👥 Sales & Support Teams

⚡ Practical Frameworks



EXCLUSIVE WEBINAR

Interactive Roleplay IMAGE NOT INCLUDED

 INTERACTIVE WEBINAR BROCHURE

FROM CONFLICT TO CONFIDENCE: MASTERING CUSTOMER COMPLAINTS

A 2.5-Hour Intensive Masterclass transforming frontline frustration into long-term customer loyalty and repeat business revenue.



Luqman Ahmad Khan

Lead Trainer & Customer Experience Strategist



 Duration: 2.5 Hours Target: Sales & Support Professionals

Why Complaint Handling Matters

70%

Repeat Business

A resolved complaint creates a 70% chance of future repeat business and long-term brand retention.

5-7x

Cost Efficiency

Acquiring a new customer costs up to 7x more than retaining an existing dissatisfied customer.

9-15

Word-of-Mouth Impact

One unhandled bad experience is shared with 9 to 15 people on average, damaging brand authority.

Who Should Attend & Focus

- ✓ **Entry-Level Support & Sales Execs:** Build confidence, manage stressful calls, and defuse angry clients effortlessly.
- ✓ **Mid-Level Support & Sales Managers:** Standardize complaint resolution, manage escalations, and train teams.
- ✓ **Key Takeaway:** Transition from reactive arguing to proactive conflict mastery using proven psychological frameworks.



Masterclass Core Curriculum



1. De-escalation

- Listen actively without interruption
- Maintain calm non-verbal language
- Understand emotional triggers
- Validate feelings before facts



2. L.E.A.R.N Method

- Listen & Empathize professionally
- Apologize sincerely (non-fault)
- Respond with clear timelines
- Notify & create lasting trust



3. Communication

- Emotion First → Solution Second
- Positive Language Conversion
- Written Complaint handling
- Knowing when to escalate

Interactive Toolkit

Real-World Case Studies & Scenarios: Practice handling difficult customer behaviors, irrational demands, and angry written feedback.

Live Roleplay & Feedback: Receive direct coaching from Luqman Ahmad Khan on tone, positive word phrasing, and objection handling.

Escalation Matrix & Scripts: Walk away with ready-to-use email templates and call scripts to implement immediately in your team.

Webinar Summary & Enrolment

Parameter	Webinar Details	Attendee Benefit
Format & Duration	2.5 Hours Live Interactive Session	Complete Masterclass in 1 Day
Target Audience	Entry & Mid-Level Sales / CS Reps & Managers	Immediate practical workplace application
Included Materials	L.E.A.R.N Framework PDF & Communication Scripts	Lifetime reference guides & templates
Lead Trainer	Luqman Ahmad Khan	Direct Q&A & live scenario coaching