

People who may be unwell, drug affected or emotionally distressed

Sometimes you may be faced with a customer who is not well.

Dealing with people who are either physically or emotionally unwell is a very skilled art. If you are not experienced with, or trained in, dealing with such people, you should take a few simple steps WHILE you are seeking assistance from someone who is properly trained.

1. Remember, first and foremost, that this is not their normal state and so they will be afraid – probably more afraid than you are.
2. Get someone else to go for help – make sure you will be relieved by someone who is expert, either a nurse or doctor if the person is physically ill, or someone trained with emotional disturbance if the person is acting out emotionally.
3. Remain calm yourself and make an effort to appear calm no matter how serious the situation seems. Try to make them comfortable, physically and emotionally.
4. Speak slowly and pause between statements. The person you are talking to may have difficulty concentrating on what you are saying, so be as simple and precise as you can.
5. Be aware that the person may talk nonsense back to you. Take no notice of abuse or verbal nonsense and do not attempt to respond. Just keep talking sense yourself.



Exercise 20 – Courses on dealing with distressed people

Go to the following websites and research the kind of training that is available if you are interested in becoming the person skilled in dealing with emergency situations.

- Run an internet search State Emergency Service (with pages from Australia selected), and select the result for your state. Cruise around the site and see what is on offer.
- If you think you may be interested in basic first aid for emergency situations go to the <http://www.stjohn.org.au/>. Select your own state and cruise around the site to see what they do.

Your employability can be considerably improved if you have this kind of training. They are also great skills to have to improve your overall level of confidence and self-esteem.

People with varying physical and mental abilities

We can also find ourselves challenged by dealing with differences that are viewed as disabilities, or as in some way defining our abilities when they do not.

	<p>Group Activity or Individual Exercise 21 – Relating to differences</p> <p>Look at the following list of differences and examine how you behave in relation to those differences. You can discuss this as a group or complete it as an individual exercise.</p>	
Difference	Do you treat this person differently? How?	Do you discriminate for or against this person?
Gender – a person of the opposite gender to you		
Sexual orientation – someone who does not conform to the male/female conventions		
Age – someone who is 30 or more years older or younger than you		
Mental abilities – someone who is either very much more intelligent than you or someone who is very much less intelligent than you		

People who seem odd

Many people choose to behave and dress and they see fit rather than as society dictates. Many others choose interests and lifestyles that challenge our sense of normal.

These people are just as much a customer who deserves respect and good service as any other.

	<p>Group Activity 22 – Being different</p> <p>In your group, brainstorm each of the following questions, then write your own response below.</p>
---	---

1. Identify a time when you felt challenged or worried by what someone else was wearing.

2. Identify a time when your felt challenged or worried by how someone was speaking.

3. Describe how you reacted.

4. Describe how you think you should have reacted.

Handling sensitive and confidential issues

You should always, where you can, regard your interaction with your customer as confidential. If you are working in a pharmacy and a person comes in, clearly distressed, asking for incontinence pads and a toilet – they don't want to find you giggling with the other assistants when they re-appear.

Remember, for any sensitive or embarrassing situation, that it could be you someday – and quite possibly will!



Group Activity 23 – Some sensitive situations

Go around each person on your group in turn, and see if each of you can:

1. Identify a time when you needed to ask for something and were embarrassed about it.
 - How did they react?
 - How would you like them to have reacted?
2. Identify a time when someone else had to ask you about something sensitive.
 - How did you react?
 - How would you like to have reacted?
 - Were you totally able to control your reactions?

Business Services Training

Unit of Competency

Address Customer Needs
BSBCUS402A

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage the ongoing relationship with a customer, which includes assisting the customer to articulate their needs, meeting customer needs and managing networks to ensure customer needs are addressed.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Employability Skills

This unit contains employability skills.

Application of the Unit

This unit applies to workers required to be familiar with a product and/or service that varies widely and is capable of significant customisation. The customer relationship would typically involve direct interaction a number of times over an extended period.

This unit is appropriate to workers who are expected to have detailed product knowledge in order to recommend customised solutions. They would be expected to apply organisational procedures and be aware of, and apply as appropriate, broader factors involving ethics, industry practice and relevant government policies and regulations.

Competency Field

Industry Capability – Product Skills and Advice

Address Customer Needs

This book supports BSBCUS402A, Address Customer Needs in the BSB07 Business Services Training Package.

© Copyright Software Publications Pty Ltd, April 2007, revised August 2008

Author: Software Publications Writing Team

ISBN 1-74123-720-3

Disclaimer

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, scanning, recording, or any information storage and retrieval system, without permission in writing from the publisher, Software Publications Pty Ltd. No patent liability is assumed with respect to the use of the information contained herein. While every precaution has been taken in the preparation of this book, the publisher and the authors assume no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of the information contained herein. These learning materials have been prepared for use as part of a structured vocational education and training course and should only be used within that context. The information contained herein was correct at the time of preparation. Legislation and case law is subject to change and readers need to inform themselves of the current law at the time of reading.

Publishers – Software Publications Pty Ltd (ABN 75 078 026 150)

Head office – Sydney
Unit 10, 171 Gibbes Street
Chatswood NSW 2067
Phone: (02) 9882 1000
Fax (02) 9882 1800

Branches

Adelaide, Brisbane, Melbourne and Perth

Australia Toll Free Numbers:

Phone: 1 800 146 542
Fax: 1 800 146 539

Web address:

www.softwarepublications.com.au

Published and printed in Australia