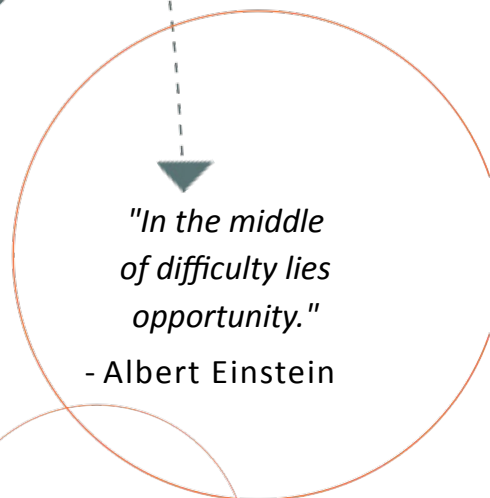
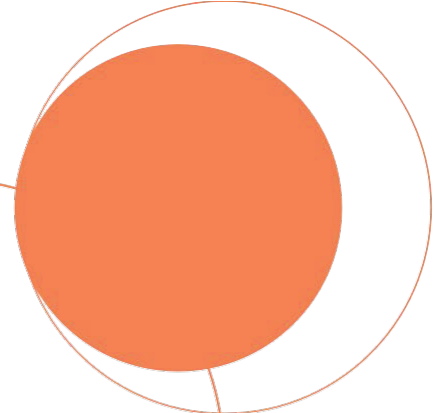




# Calm in the Storm: De-Escalation Techniques

## COURSE OVERVIEW

Calm in the Storm: De-Escalation Techniques is a 90-minute training designed to equip your team with the tools needed to effectively manage tense and challenging customer interactions. In today's fast-paced service environment, maintaining calm and professionalism during high-pressure situations is crucial. This course focuses on teaching de-escalation strategies that help identify and diffuse potential conflicts before they escalate, turning negative interactions into opportunities for positive resolutions. Participants will gain practical skills, such as active listening, empathetic communication, and boundary-setting, which will empower them to manage difficult customer situations with confidence and composure.



*"In the middle  
of difficulty lies  
opportunity."*

- Albert Einstein



Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.



# PROGRAM FORMAT

90 minutes onsite or live remote.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids support additional learning reinforcement.



Contact us to explore how we can meet your training goals!  
info@bonfiretraining.com / 800-888-4893



## LEARNING OUTCOMES

Manage tense customer interactions calmly and effectively

Diffuse potential conflict before it escalates

Listen actively and respond with empathy

Set appropriate boundaries while maintaining professionalism

Remain more confident in challenging situations

Recognize early signs of conflict and know how to address them proactively

Communicate more effectively with frustrated or upset customers

Stay composed under pressure, ensuring positive outcomes

## BUSINESS OUTCOMES



Enhanced Communication Skills



Higher Customer Retention



Improved Customer Satisfaction



Reduced Conflict and Escalation



Increased Productivity



Stronger Professionalism

### WHO SHOULD ATTEND?

*This training is perfect for anyone managing high-pressure or challenging customer interactions. Whether you're in customer service, leadership, or any role involving difficult conversations, this course is for you.*

*Bottom line, if staying calm and turning tense interactions into positive outcomes is part of your job, we've got you covered!*