

## **CLIENT CONFLICTS AND ALL THAT**

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If there is anything you can count on in business it must be client conflict. It happens albeit rarely but learning how to resolve such issues is all part and parcel of doing business. Handling disputes is a particularly delicate art but finding resolution has to remain the prime objective.

Such disputes need to be approached with intelligence and supreme professionalism. Anything short of this could well prove both problematical and costly.

You must be aware that upon further investigation the problem could well be yours and not your clients. Admitting your mistakes is a step towards resolution as neither side wants the problems to escalate.

It is a great temptation to jump in all guns blazing in order to defend your actions but remember the client will want to do the talking and you should listen and listen carefully. There will be time for your say. By being a good listener you will prove that you really care and want to help.

Always use positive language is always a winner and words such as 'not' has entirely negative connotations. When a client is upset the very last thing you should be thinking of is to speak in such a way as negativity is likely to wrong-foot your client.

The main objective is to find a resolution that is likely to satisfy both parties. Remember it may well take more than one meeting to achieve. On the assumption that détente is reached it is time to move on. As the provider of services the ball is very much in your court to fix problems even if it does mean eating a bit of humble pie.

Naturally not all clients are particularly reasonable but if things do get over- heated, refrain from arguing, just walk away and defer discussions until everybody has had a chance of calming down. Starting a fresh discussion at a later date is a far better way to both approach the conflict and obtain resolution.