



# Ways to Handle Angry Prospects & Win Over Difficult Customers

Turn difficult calls into hard-fought wins with these tips from Convoso.

With robocalls reaching new highs, it's no wonder some prospects aren't always thrilled to pick up the phone. Use these tips to efficiently de-escalate the situation, differentiate your business, and drive results.

## 1 Prevent Angry Customers to Begin With.

Focus on high-intent leads, use smart redial/recycle strategies, and implement omnichannel outreach. Plus, get the right agents on the line with skills-based routing—and keep those agents on message with dynamic scripting.

## 3 Remain Calm and Confident.

*"What do you want?" "Why are you calling me?"*  
– Some of the most common hostile questions actually have simple answers that you can answer quickly and confidently.

## 5 Be Empathetic.

Connect with the customer and show you genuinely empathize with their frustrations and concerns.

## 7 Stick to the Facts.

Concrete facts can help de-escalate angry conversations and encourage customers to further define ideal solutions to their problems.

## 9 See If There's a Better Time.

Sometimes, it's just not the right moment. Respect the prospect and schedule a time to try again.

## 2 Don't Take It Personally.

It's not your fault a prospect is angry. Remembering that makes it easier to keep a level head and address the real root causes.

## 4 Listen First.

Let prospects do most of the talking. Listen for pain points or misunderstandings that will improve your pitch.

## 6 Stay Positive.

Don't ever match an irate prospect's anger. Show you're willing to find a solution by staying positive.

## 8 Secure the Next Step.

Even if it's not the right time for a sale, nurture your relationship with your prospect. Schedule a follow-up, fix an appointment, or share more information.

## 10 Take Notes.

Regardless of the outcome, take notes on what worked and what didn't. Share with teammates and improve future conversations.