

People, Pressure, & Professionalism: *De-escalation & Customer Service*

Turning Difficult Encounters into Professional Wins

4 HRS PROFESSIONAL TRAINING

DATE & TIME

Nov 2 or Nov 3, 2026

0830-1230 hrs

(select Monday or

Tuesday registration link)

LOCATION

City of Bellevue City Hall

450 110th Ave NE, Bellevue, WA

(Room 1E-108)

FEE

\$175.00

\$165 for 3+ from
same agency

REGISTER LINK

on-targetstrategies.com

309-635-8575

Give your frontline staff a career-building edge with modern, research-driven customer service and de-escalation skills. This course strengthens the everyday interactions that shape public trust, whether at the counter, on the phone, or online. The skills your team builds here will serve them for years to come.

Participants build core SHRM competencies in **Communication, Relationship Management, Ethical Practice, and Leadership & Navigation** while learning practical, evidence-based methods for emotional regulation, procedural justice, and structured de-escalation. These are the competencies that set professionals apart and position them for advancement.

The course also supports corrective or remedial training needs, offering guided reflection and documented behavioral commitments for performance improvement. Seats are limited, so register today and invest in your team's growth.

TOPICS INCLUDE

- **Public Trust & Customer Service in Government** How frontline interactions shape legitimacy, confidence, and cooperation.
- **SHRM Competencies for Public-Facing Roles** Communication, Relationship Management, Ethical Practice, Leadership & Navigation.
- **Human Behavior Under Pressure** Perception, emotional regulation, listening habits, and employee mindset.
- **Structured Customer Service Processes** Five-step standard service model and seven-step model for delivering unwelcome decisions.
- **Handling Difficult Customer Interactions** Common escalation tactics and evidence-based response strategies.
- **Evidence-Based De-Escalation Techniques** Empathy, apology, body language, and communication methods that reduce tension.
- **Delivering Bad News Professionally** Clear explanations, alternatives, and next-step guidance.
- **Self-Reflection & Behavioral Commitment** Identifying strengths, gaps, and a 30-day post-training improvement goal.



Lt. Shawn Wetzel (ret) — On-Target Strategies

Brings hands-on experience and proven techniques to every session.



Register for Monday

Links

Register for Tuesday



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