**Managing the Emotional Reactions of Customers as a Project Manager**

**Question:** As a Project Manager, what might be your response to manage the emotional reactions of a customer? You should use at least three academic papers to support your response and write a minimum of 300 words as your response.

The job of a project manager (PM) is anything but simple. Many studies agree that successful project managers should take into consideration different parts and elements when making decisions about relationship management. This comes from Systems theory, which tells us that overall success is only possible when all parts and elements work together. This goes hand in hand with many other studies which agree that PM has to have certain personality traits to convey successful outcomes of customer relationships (Boyd & Meng, 2017). In general, project manager has control over the entire process of product lifetime, hence successful management of emotional reactions consists of understanding the services that the PM offers as well as the behavioural nature of customers. For example, customers can be influenced by how pleasant, attractive and useful is the website for them (Williams et al., 2012). From that perspective, the project manager is the one who is responsible for managing the service he offers in a way that is most pleasant to the end customer.

The emotional reactions of customers are inherently connected with satisfaction and to achieve this, the project manager should consider the following guidelines to elicit the best possible reactions from a customer (Ireland, 1992):

* Establish a good relationship and a sense of trust.
* Try to understand the problems of your counterpart.
* Learn to lose an argument occasionally.
* Develop a general and highly visible ability to handle interpersonal relationships with the customer.

To conclude, understanding customers needs is crucial to be able to manage their emotional reactions and Project Manager plays huge part, as stated by the Bennis (N.D.), “Without candor there can be no trust. And by building trust, leaders help create the reliability and consistency customers demand” (Williams et al., 2012).

**References**

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* Williams, J., D. et al. (2012) *Proceedings of Intellectbase International Consortium*. International Handbook of Academic Research and Teaching. Available from: <https://d1wqtxts1xzle7.cloudfront.net/55760483/IHART_Volume_22-libre.pdf?1518199614=&response-content-disposition=inline%3B+filename%3Dnternational_Handbook_of_Academic_Resear.pdf&Expires=1703258260&Signature=CQObMUsldFpzDqxyZajOEKdtBXH3-LKQvGvfjGc2RT-EG2vV7EnTHqwPGVrwto7iwPLkj6Ry-6ha~5VqkvgTk3vaUBrBiUhEipDqFmooZoRdZUp3Yh~sv~UsXisnGUStAQ8IH21F-cKGtSQ1dA0Bpfs0hkOqMdSceU8pJ6JXoB1VTpfCp7yWSPUXMOiGN6-t9lFQuNbhbz8eXLFeU1NXoUBwXRMOCg0K61aLvYyj75hYbFaH9-WaWfDbrqz77PVvhzJETjqmfGME5xR3om3vQB7K6NSWiFQyCPOvVTHWpgb5sj0MuyO55Ara0sar7bGSDjTW3jBO6C0B75l-mg16xw__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=104>