

Professional Telephone Skills

Half Day



This intensive half day program provides the skills for delivering excellent service when answering phone enquiries. It is ideal for motivating staff and draws on the participants' experiences in an enjoyable training environment.

What is excellent service?

- What is the difference between *OK* and truly *excellent* service?
- The basics: doing more than asked, taking responsibility, knowing when to ask for help
- How to sound friendly and professional every time you answer a call
- How to set customer expectations at a level you know you can meet

Communicating clearly on the telephone

- Simple strategies to build your credibility in the eyes of the customer
- How to turn negative phrases like "*..we can't...we might..*" into positives "*..I can...I will..*"
- Using customer names to show empathy and respect
- How to explain complicated ideas without visual communication
- Turning jargon and other bureaucratic language into plain English
- How to let the customer know you are listening when they can't see you

Guiding a caller

- How to ask *open* and *closed* questions to clarify facts
- Simple techniques to get people to slow down if you are taking notes or logging calls
- Knowing when to speak and when to leave a silence
- Distinguishing between the *features* and *benefits* of your solution
- How to stress benefits to 'sell' your solution e.g. 'quicker, easier'

Satisfying difficult customers

- Which services or policies cause you the most grief?
- How to stay calm and 'think' clearly when customers are being rude
- How to acknowledge people's anger without patronising them
- How to acknowledge your 'mistakes' without blaming people within your organisation
- How to guide an angry customer without being 'pushy'
- How to give 'bad news' respectfully
- How to conclude the discussion by focusing on a positive outcome or action.



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