



**Professional Telephone
Behaviour**
2 Day Training Course
Enabling individuals
to deliver excellence
in telephone service

T | **Training
Interventions**

How much does your business lose every time you answer the phone?

'18 million customers are lost every year because of poor telephone service.'

Every year businesses across the globe spend billions developing their business image. But looks aren't everything. In a crowded market companies have to devote the same time, effort and resources into perfecting how they sound.

The telephone remains one of the key methods of contact for business users. So it stands to reason that the caller experience will have a huge influence of their overall perception of a company.

T & S Global recently conducted the most significant study on call handling to date.

- Almost 3/4 of the participants questioned in the survey stated that they would not do business with a company again if their first call wasn't handled satisfactorily.
- 43% of callers are dissatisfied with the way their calls are handled by businesses.

- 18 million customers are lost every year because of poor telephone service.

By instilling employees with the knowledge and skills required to deliver first class telephone service, your customers will engage with a receptive audience who are ready to listen and impress, making a valuable difference to your organisation.

By giving the same attention to the telephone behaviour delivered within your organisation as visual brand, you'll sound every bit as good as you look.

Course Aim

To enable individuals to deliver first-class telephone service

About the course

The telephone is at the heart of business communication. But because people use the phone so much at home, they assume they have the skills to use it at work. This is not the case, and good business telephone skills have to be learned.

Unskilled telephone users can cause disastrous effects on business. This highly interactive course will give participants the skills to become competent communicators via the telephone. It gives practical rules for conducting the call from start to finish.

Key Outcomes

Participants will learn to:

- Present a professional and competent corporate image via the telephone
- Ensure calls are more productive and effective
- Handle customer calls with courtesy, enthusiasm and friendly efficiency
- Deliver superior service by applying benchmark standards
- Use phrasing that projects a positive personal and corporate image

Who should attend

Suitable for those who spend time engaged on the telephone with customers and wish to improve their skills in this essential area.

Course Outline

The Impact of Poor Telephone Behaviour

- Recognising poor telephone behaviour and the impact it has on a business
- Understanding the importance of professional telephone communication
- Discovering the image that your organisation portrays via the telephone

Understanding Effective Communication

- Defining effective communication
- The essential skills of an effective communicator
- The crucial differences between face to face and telephone communication
- Defining the different voice qualities and examining the use of each one

Using Positive Phrasing

- Identifying positive, neutral and negative emotive trigger words
- Using positive language in negative situations to impress callers

Applying Call Standards to Improve Telephone Service

- How to formulate a benchmark standard and not a script
- Applying benchmark standards for:
 - Inbound and outbound call introductions
 - Hold techniques
 - Transferring and receiving transferred calls
 - Arranging call-backs
 - Taking messages
 - Ending calls

Questioning and Active Listening Skills

- Effective and non-effective questioning
- The difference between hearing and active listening
- Identifying and overcoming barriers to listening
- Developing active listening techniques

Directing the Conversation

- Exploring the attributes of high quality conversation
- Directing a high quality conversation using a four stage cycle

Video Content

- Video content is used to reinforce the learning including the Video Arts Programmes - *'Telephone Behaviour: - The rules of effective communication'* and *'On the receiving end'*.

Personal Development

- Action planning the transfer of learning to the workplace

What Clients Say

“Thomas the trainer is a master in the art of communication. After the course, delegates became more confident and were able to demonstrate with immediate effect how to handle calls in a more professional and controlled manner. After our first round of professional telephone behaviour training our customer satisfaction surveys, which started at an average of 85% good mark, nine months on these surveys are now yielding a 95% good rate.”

**Nadine Southern, Director,
Concise Technologies.**

“First of all thank you for 'enthusing' Joanne and Louise following the Professional Telephone Behaviour course in Manchester this week. They have come back bursting with ideas and enthusiasm for the challenges we face - so I thank you for that. The course also gave us the determination for making it happen and we are now getting starting to get our calls right”

**Peter Higson, Operations Director,
Manchester Piccadilly Box Office**



What Delegates Say

“I now understand what I do right and wrong and I have the skills to drastically improve my own telephone behaviour.”

Participant from Concise IT

“I gained a clear understanding of how to effectively behave on the phone in a professional environment and how to manage customer emotions. I’ve been surprised at how much I have learned.”

Participant from Fountain Medical Centre

“I had a lot of fun in the two days realising how much more there is to telephone behaviour. This course has made and will make a massive impact on my working career.”

Participant from Stagecoach



Contact us

This course is available for in-house delivery or at a venue of your choice and can be tailored specifically to meet your business needs. For booking fees or further information contact us:

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Related Training Programmes:

- Handling Demanding Callers