

CBM Training has Institutional Accreditation with the Services SETA, this means we meet the 8 core criteria



>: Advanced Telephone Skills

Module 1

Providing exceptional customer service on the telephone

At the end of this module, delegates should be able to

- Define the concept of telephone courtesy
- Create best practice and worst practice courtesy portraits
- Know the ten rules of customer service
- Implement communication skills in the customer service environment
- Suggest reasons why courtesy has been codified into an "etiquette system"
- Explore areas of business where courtesy makes an enormous impact of the business process
- Describe how to deal with difficult customers
- Assess of your basic current levels of customer service to internal and external customers
- Define what you consider to be excellent customer service
- Agree a customer service contract

Module 2

The telephone

At the end of this module, the delegate will be able to:

- Explain their role in the organisation and why it is important to have good telephone skills
- demonstrate how to take an incoming call at the front line or on an extension
- demonstrate "best practice" when screening a call, taking a message or transferring a call
- use their voice to adapt to the customer's style and mood
- rate your skills in making outgoing calls and returning calls
- implement their new skills by doing practical exercises
- List the needs and expectations which most customers have
- Explain the concept of the moment of truth
- Know some good phrases to use in telephone communication
- Know phrases to avoid in telephone conversations ("swear phrases")
- Identify their own communication styles and those of their customers
- List and describe the needs and expectations of your external customers
- List and describe the needs and expectations of your internal customers

Module 3

Sounding confident on the telephone

At the end of this module, delegates should be able to:

- Understand why they should be confident and assertive
- Look at the key cornerstones of confidence
- Explain what they could do to improve their current levels of confidence by building on their strengths
- Explain why assertive communication is so important
- Assess their overall current levels of assertiveness
- Explain the concept of assertiveness rights
- Describe the spectrum of assertive behaviour
- Model assertive, submissive and aggressive behaviour
- Describe how to deal with difficult people
- Rate the frequency/intensity with which they use such behaviours
- List ten basic strategies for assertive behaviour

Organised by:

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