

# PROFESSIONAL TELEPHONE TECHNIQUES

## 1-day Course

### OVERALL AIM:

This course is designed to highlight effective and efficient techniques in answering and using the telephone and illustrates how to avoid common pitfalls therefore promoting a professional image to the outside world.

### WHO SHOULD PARTICIPATE:

All staff who have telephone contact within the business world, in particular those who have had no formal training in professional telephone techniques.

### COURSE OBJECTIVES:

#### By the end of this course, participants will be able to:

- Have an appreciation of the benefits of professional telephone technique
- Recognise the importance of the telephone in caring for our customers and presenting the correct Company image
- Recognise the limitations of the telephone
- Appreciate the personal qualities of one skilled in providing excellent customer service on the telephone
- Answer the telephone/transfer calls/take messages effectively
- Be able to handle complaints/difficult customers objectively and professionally
- Will have practised handling them
- Develop an action plan to improve performance

### COURSE CONTENT:

- **Introduction/objectives:** Course objectives are handed out. Delegates are asked for their objectives
- **Benefits of professional technique:** Delegate group work: "List the benefits of utilising professional telephone techniques - to our customers, to our Company and to ourselves"
- **Telephone limitations:** Tutor led discussion
- **Role play (ice breaker):** Demonstrating the limitations of the telephone
- **Professional customer service:** answering incoming calls, (how many rings? how do we answer?), incoming/outgoing calls (voice speed, jargon, accents, favourite words, familiarity, repeating back numbers), bad telephone technique, internal customers. Tutor led discussions. Pre-recorded scenarios set up on cassette played to the delegates
- **Personal qualities/skills:** Delegate group work: "List the personal qualities and skills of one who is professional on the telephone"
- **Taking messages professionally:** What to record. Delegates are given an opportunity to practise taking a message
- **Handling irate customers professionally:** Routine for handling. Delegates are given an opportunity to practise handling a difficult call
- **Self-improvement plan:** Tutor invites delegates to write out actions they will now take in the workplace to improve their performance