

Building Rapport on the Telephone

People answering your phones can make or break your image before you know it. A haughty or impatient tone. A curt question. A "hold" that lasts too long. A vague response to a specific question. These are customer service issues that drive clients nuts—and directly to your competitors.

Put your money on the people on the phone!

This 4- to 8-hour workshop provides customer service agents and sales professionals with the necessary skills to communicate effectively on the phone. This session will relate speaking, listening, questioning, problem-solving, and conflict-management skills to the larger sales and customer service issues.

Key Objectives

- Use proper telephone etiquette
- Handle voice mail (greetings and out-going messages) efficiently
- Identify barriers to effective phone communication
- Avoid a condescending, haughty, impatient, or irritated tone
- Inject energy and enthusiasm into the call
- Build rapport with customers fourteen ways
- Respond effectively to "problem" questions
- Gather information through effective questioning and listening techniques
- Be clear and specific, not vague and general
- Frame the positive approach

Who Should Attend

Administrative assistants, secretarial staff, customer-service staff, telemarketing staff

Materials/Texts

Participants receive handouts of key principles and exercises to practice each concept, along with job-aid cards.

Class Size

Up to 20 participants