



Telephone Response

Who Should Attend:

Anyone who answers a call on behalf of your organization.

Format:

- 1-day workshop, complete with skills-practice and call response guide

Tools Provided:

- Comprehensive Learning Guide plus follow-up transfer activities

Related Training:

- Customer Service Breakthroughs

Telephone Response

Master this vital link between customer satisfaction and sales.

Prepare yourself with the right response using a proven process that assures customer satisfaction and a positive outcome. Learn to strengthen customer relationships by creating a plan for effectively handling every call, whether a request for information, a question, or a complaint.

Gain skills that enable you to answer and respond with confidence, and capitalize on opportunities to up-sell and cross-sell. And learn how to gather valuable feedback and collect market intelligence to enable you to anticipate customer needs and exceed expectations.

This course will help you:

- Gain understanding of customer service opportunities from incoming calls
 - Learn active listening and effective questioning skills
 - Practice voice tone and response modes
 - Practice skills in understanding and activating both empathy and assertiveness
 - Implement complaint-handling and problem-solving processes
 - Interactively examine opportunities for selling
 - Accurately record, monitor, and evaluate call activity
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Detailed Synopsis:

Telephone Response

Priority Management's Telephone Response Workshop will give you the ability to deliver an experience your customers will enthusiastically respond to. You will learn how to maximize every "moment of truth" opportunity, and deliver on service promises to exceed their expectations. Enhancing your skills is an integral part of the program.

Your customers demand and deserve the best telephone response service. You will make it a reality for them.

Unit 1:

Every point of contact with a customer is a "moment of truth" for them. You will appreciate why each contact is a memorable event for them, and how they want to be treated by us. As we all are, and all have, internal customers, we will recognize their special needs. We will discuss how we can improve the quality of our service, why we need to set certain standards, what servicing activities require standards, and how to measure whether they are met.

You will learn what "all customers are not equal" really means, and be able to calculate the worth of each customer. We will explore the ideas of perception and reality, and learn ways to manage our customers' expectations about our products and services. Finally, we look at the dangers of over-promising and under-delivering, and how we can avoid that trap.

Unit 2:

Whenever we communicate with our customers we are exchanging information, ideas and feelings and we need to do it exceptionally well! You will learn and practice the skills of questioning, listening, getting feedback and verbal behaviours (the words we use and how we say them). You will understand why first impressions are very important, and how you can continually build rapport with your customers. Many of you will be required to cross sell or up sell - some all of the time, others only on specific occasions. We will review the skills you need to do this.

Unit 3:

Through understanding how we and others feel when having to make a complaint, we are better able to understand the feelings and behaviours of customers when they make a complaint, or are in a conflict situation. You will learn a process that will help you deal objectively with every complaint and conflict situation, and use a problem solving process to achieve resolution. You will learn how to respond instead of reacting. You will learn the skills required to assertively deal with customers in any situation, and will be able to positively influence their aggressive or passive behaviours. We conclude this unit showing you how to deal with the customer who thinks they are right, but are not!



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