

## CALL CENTRE TRAINING: SALES AND CUSTOMER SERVICE TRAINING FOR CALL CENTRES

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3 Day  
Call Centre  
Training Course



**COURSE LENGTH: 3.0 DAYS**

Sales and customer service are two areas in a business operation where call centres are the convenient and effective means of reaching out to current and potential customers. The Sales and Customer Service Training for Call Centres course is designed to help your call center staff become highly-skilled communicators.

This 3-day workshop covers the following topics: body language, verbal skills (tone, cadence, pitch), questioning and listening skills, how to say “no” and deliver bad news, negotiating skills, tools and vocal techniques used to facilitate communication, developing relationships and more.

This comprehensive course is now available in London, Birmingham, Leeds, Glasgow, Sheffield, Bradford, Edinburgh, Liverpool, Manchester and UK wide.

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## CALL CENTRE TRAINING: SALES AND CUSTOMER SERVICE TRAINING FOR CALL CENTRES COURSE OUTLINE

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### FOREWORD

Whether we choose to embrace them or cannot stand being interrupted by their calls, call centres are a business element that is here to stay.

This course will help call center agents learn to make the most of their telephone-based work, including understanding the best ways to listen and be heard. Each phone interaction has elements of sales and customer service skills, which we will explore in detail throughout this energising and practical three-day workshop.

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### OUTCOMES

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

- ▶ Understand the nuances of body language and verbal skills, which are so important in conversations that do not have a face-to-face element.
  - ▶ Learn aspects of verbal communication such as tone, cadence, and pitch.
  - ▶ Demonstrate an understanding of questioning and listening skills.
  - ▶ Acquire comfort in delivering bad news and saying no.
  - ▶ Learn effective ways to negotiate.
  - ▶ Understand the importance of creating and delivering meaningful messages.
  - ▶ Use tools to facilitate communication.
  - ▶ Realise the value of personalising interactions and developing relationships.
  - ▶ Practice vocal techniques that enhance speech and communication ability.
  - ▶ Personalise techniques for managing stress.
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### MODULES

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#### Lesson 1: What's Missing in Telephone Communication?

- ▶ It's Not What You Say; It's How You Say It
- ▶ In the Absence of Body Language

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#### Lesson 2: Verbal Communication Techniques

- ▶ Being Yourself and Sounding Your Best
- ▶ A Service Image

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#### Lesson 3: Who are Your Customers?

- ▶ Define the Customer and Client
- ▶ About Relationships

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#### Lesson 4: To Serve and Delight

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#### Lesson 5: Did You Hear Me?

- ▶ Listening Skills
- ▶ The Mission: To Listen

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#### Lesson 6: Morning Reflection

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#### Lesson 7: Asking the Right Questions

- ▶ Open Questions vs. Closed Questions
- ▶ Probing Techniques

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#### Lesson 8: Saying No

- ▶ When We Say "No"
- ▶ Activity: Delivering Bad News

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### Lesson 9: Sales by Phone

- ▶ Benefits of Telemarketing

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### Lesson 11: Staying Out of Voice Mail Jail

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### Lesson 13: Afternoon Reflection

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### Lesson 15: Developing a Script

- ▶ Scripting Techniques
- ▶ Sample Script

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### Lesson 17: Going Above and Beyond

- ▶ Fifteen Techniques for CCA Success
- ▶ Customise Your Service

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### Lesson 19: Morning Reflection

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### Lesson 21: Feelings

- ▶ Activity: Feels like a Winner

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### Lesson 23: Negotiation Techniques

- ▶ Mastering Negotiation Skills
- ▶ Practising Negotiation

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### Lesson 25: Afternoon Reflection

- ▶ Introduction
- ▶ Principled Negotiation

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### Lesson 27: Tips for Challenging Callers

- ▶ Activity: Managing Talkative Callers
- ▶ Activity: Caller Behaviors
- ▶ Activity: Up the Mountain

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### Lesson 29: Phone Tag and Getting the Call Back

- ▶ Phone Tag
- ▶ Following Up

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### Lesson 31: Phone Tag and Getting the Call Back Phone Tag and Getting the Call Back

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### Lesson 10: Taking Messages

- ▶ Pen in Hand
- ▶ Empowering CCAs to resolve issues

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### Lesson 12: Exercises for Conditioning Your Voice

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### Lesson 14: Cold and Warm Calls

- ▶ The Cold Call
- ▶ The Warm Call

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### Lesson 16: Perfecting the Script

- ▶ Making the Script Yours
- ▶ Using Cheat Sheets

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### Lesson 18: Handling Objections

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### Lesson 20: Closing the Sale

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### Lesson 22: Changes in the Customer

- ▶ The Changing Customer
- ▶ What the Customer Wants

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### Lesson 24: Phases of Negotiation

- ▶ Introduction
- ▶ Principled Negotiation

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### Lesson 26: High Impact Moments

- ▶ Make It Count
- ▶ Creating Case Studies

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### Lesson 28: Dealing with Difficult Customers

- ▶ Activity: Dealing with Problems
- ▶ Dealing with Vulgarity

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### Lesson 30: Morning Reflection

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### Lesson 32: Morning Reflection

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### Lesson 33: This is My Mentor

- ▶ Activity: Roger's Super Year

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### Lesson 35: News from Within

- ▶ Common Issues in Call Centers
- ▶ Activity: Pre-Assignment Review
- ▶ CCA Reports

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### Lesson 37: Close with Vocals

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### Lesson 34: Stress Busting

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### Lesson 36: Wrapping Up

- ▶ It's a Wrap – Just About!
- ▶ Questions and Answers
- ▶ Debrief

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### Lesson 38: Personal Action Plan

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## WEB LINKS

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- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)