



PROFESSIONAL TELEPHONE COMMUNICATION

WHY NEEDED

The telephone is one of the most important windows focussing on the business and therefore the professionalism with which it is used, greatly influences the outcome of the conversation as well as customer attitudes. The first point of contact for a customer or potential customer is the telephone. At the very least, those immediately involved i.e. reception/secretarial/front line/customer service/sales and marketing must be of the highest professional standard, and excellent communicators. What impression of your organisation does the person on the other end of the phone form, on conclusion of your conversation? Everybody uses telephone communication in an organisation and each leaves an impression. This workshop will help you become a more professional telephone communicator, making your task easier and more pleasant, as well as raising the image of your organisation.

WHO SHOULD PARTICIPATE

- Anyone who needs to enhance their skills in projecting a professional image on the telephone.
- Anyone who needs to be aware of the correct handling of difficult or confrontational calls.

DATES, VENUE, LANGUAGE

- 23rd February, 8:30am - 1:30pm.
- The Cyprus Hilton Hotel, Nicosia.
- English
- Programme Presenter: Mrs Simone Ballett

WHAT IS ACCOMPLISHED

As a result of attending this programme individuals will be better able to:

- Appreciate the importance of the telephone as a means of communication.
- Be fully aware of the adverse effects of incorrect usage of the telephone.
- Use the correct phraseology and etiquette according to the person and situation.
- Be more professional and effective in incoming/outgoing telephone communication.
- Handle difficult situations or complaining calls.
- Provide a better service for both employer and customer.

WHAT THE PROGRAMME WILL COVER

- Telephone Etiquette, Phraseology, Voice, Complaint handling.
- Service Awareness - Service to Customers, Colleagues, Organisation.
- Administration - Procedure, Documentation, Distribution.
- Practical Workshop - Incoming/Outgoing Calls, Role-Play, Sketches.
- Feedback and Action Plan.

**For more information, or to make a booking,
please contact us:**

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WHAT THE PROGRAMME WILL COVER

Introduction

- The importance of professional telephone communication
- What is GOOD/BAD telephone communication
- SKETCH – telephone communication gone wrong
- DISCUSSION OF ABOVE – WHAT IS RIGHT

Benefit of session – Awareness, recognition and acceptance of good/bad aspects of telephone communication.

Attitude/Behaviour

- How to turn negative feelings into positive behaviour and actions
- Using positive language – what to say
- How to say NO using positive language
- How to create a good and lasting relationship
- **CASE STUDY**

Benefit of session – To motivate and inspire a positive approach. This will also help to create a more pleasant working environment.

Voice/Phraseology

- How your voice can betray you
- The importance of Tone, Pitch, Pace, Pause
- Choosing the right things to say
- **PHRASE GAME AND ROLE-PLAY** using **VOICE TECHNIQUES**

Benefit of session – To know how using the voice effectively can influence the outcome of a conversation.

Incoming/Outgoing/Internal calls

- Promptness and preparation
- Respond correctly
- Dealing with multiple calls
- Documentation incoming/outgoing messages
- **ROLE-PLAY** personalised scenarios taken from real life situations

Benefit of session – To know how to deal with calls quickly and efficiently.

Handling Complaints/Difficult Callers

- Why are they complaining
- How do you personally feel about it
- How to turn a complaining/difficult caller into a loyal customer
- **THE GOLDEN RULES**

Benefit of session – How to deal effectively with difficult calls.

Implementation/Action

- Individual action plan
- Organisational Telephone Culture