

CALL CENTER TRAINING: SALES AND CUSTOMER SERVICE TRAINING FOR CALL CENTERS

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3 Day
Call Centre
Training Course



COURSE LENGTH: 3.0 DAYS

If your organization uses an outbound or inbound telesales team, then you can stay ahead of the competition by having your representatives undergo PD Training's Sales and Customer Service training course. After the training is completed, participants will think and act like sales professionals, which can lead to improved sales, excellent customer service and better customer loyalty.

Participants will learn how to ask the appropriate questions and effectively determine what is vital to the callers, know how to use specific aspects of verbal communication such as tone, cadence, and pitch, realize the value of personalizing interactions and developing relationships and much more.

This training course is now available in Malaysia and Kuala Lumpur.

This Sales and Customer Service training course can be delivered at your premises by one of our expert local or international trainers or live online using our [HIVE](#) technology.

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CALL CENTER TRAINING: SALES AND CUSTOMER SERVICE TRAINING FOR CALL CENTERS COURSE OUTLINE

FOREWORD

Whether we choose to embrace them or cannot stand being interrupted by their calls, call centers 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 energizing and practical three-day workshop.

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.
 - ▶ Realize the value of personalizing interactions and developing relationships.
 - ▶ Practice vocal techniques that enhance speech and communication ability.
 - ▶ Personalize techniques for managing stress.
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MODULES

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

Lesson 2: Verbal Communication Techniques

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

Lesson 3: Who are Your Customers?

- ▶ Define the Customer and Client
- ▶ About Relationships

Lesson 4: To Serve and Delight

Lesson 5: Did You Hear Me?

- ▶ Listening Skills
- ▶ The Mission: To Listen

Lesson 6: Morning Reflection

Lesson 7: Asking the Right Questions

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

Lesson 8: Saying No

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

Lesson 9: Sales by Phone

- ▶ Benefits of Telemarketing

Lesson 11: Staying Out of Voice Mail Jail

Lesson 13: Afternoon Reflection

Lesson 15: Developing a Script

- ▶ Scripting Techniques
- ▶ Sample Script

Lesson 17: Going Above and Beyond

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

Lesson 19: Morning Reflection

Lesson 21: Feelings

- ▶ Activity: Feels like a Winner

Lesson 23: Negotiation Techniques

- ▶ Mastering Negotiation Skills
- ▶ Practising Negotiation

Lesson 25: Afternoon Reflection

Lesson 27: Tips for Challenging Callers

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

Lesson 29: Phone Tag and Getting the Call Back

- ▶ Phone Tag
- ▶ Following Up

Lesson 31: Phone Tag and Getting the Call Back

- ▶ Phone Tag
- ▶ Following Up

Lesson 10: Taking Messages

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

Lesson 12: Exercises for Conditioning Your Voice

Lesson 14: Cold and Warm Calls

- ▶ The Cold Call
- ▶ The Warm Call

Lesson 16: Perfecting the Script

- ▶ Making the Script Yours
- ▶ Using Cheat Sheets

Lesson 18: Handling Objections

Lesson 20: Closing the Sale

Lesson 22: Changes in the Customer

- ▶ The Changing Customer
- ▶ What the Customer Wants

Lesson 24: Phases of Negotiation

- ▶ Introduction
- ▶ Principled Negotiation

Lesson 26: High Impact Moments

- ▶ Make It Count
- ▶ Creating Case Studies

Lesson 28: Dealing with Difficult Customers

- ▶ Activity: Dealing with Problems
- ▶ Dealing with Vulgarities

Lesson 30: Morning Reflection

Lesson 32: Morning Reflection

Lesson 33: This is My Mentor

- ▶ Activity: Roger's Super Year

Lesson 35: News from Within

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

Lesson 37: Close with Vocals

Lesson 34: Stress Busting

Lesson 36: Wrapping Up

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

Lesson 38: Personal Action Plan

WEB LINKS

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