



# Telephone Etiquette

1 1/2 days, 9 hours

## The importance

In today's fiercely competitive market place, attracting and retaining customers are vital to a company's survival. The goal of professional telephone skills is not just to answer the telephone, but to build customer satisfaction and loyalty for years to come.

While satisfied customers relate positive experiences to 4 or 5 other people, dissatisfied customers tell 9 to 12 other people about their negative experiences. It's crucial, then, that the voices of the company e.g receptionist, customer service, personnel, secretary etc leave a lasting good impression.

## Course contents

### ***Back to basics: Telephone fundamentals***

Taking a thorough message  
6 steps for transferring an inbound call  
Telephone act: minding your phone manners

### ***Tools for projecting a professional telephone image***

What do customers really want  
Rapport-building tools  
Asking questions professionally  
Sensitivity and word choices

### ***Handling angry callers***

Understand the stages of emotional anger

## Benefits

**At the end of this workshop, participants would be able to know how to:**

- ★ create a positive image when taking an incoming telephone call, including: first impressions, call screening, professionalism
- ★ deal with holds, transfer and multiple calls
- ★ take a through message
- ★ manage persistent callers, interrupt gracefully and end a conversation
- ★ apply the 12 tools for building rapport with callers
- ★ calm angry callers and help to solve their problems
- ★ handle angry callers through RV's 8 step process