

Building Rapport on the Telephone

This four- to eight-hour workshop provides customer-service and sales staff with the necessary skills to communicate effectively on the phone. This session will relate speaking, listening, questioning, problem-solving, and conflict-management skills to the larger sales and customer service issues.

Key Objectives

- Use proper telephone etiquette
- Handle voice mail (greetings and messages) efficiently
- Identify barriers to effective phone communications
- Avoid a condescending, haughty, impatient, or irritated tone
- Inject energy and enthusiasm into the call
- Build rapport with customers fourteen ways
- Respond effectively to "problem" questions
- Gather information through effective questioning and listening techniques
- Be clear and specific, not vague and general
- Frame the positive approach

Who Should Attend

Administrative assistants, secretarial staff, customer-service staff, telemarketing staff

Materials/Texts

Participants receive handouts of key principles and exercises to practice each concept.

Class Size

15-20 participants