

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

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3 Day
Call Center
Training Course



COURSE LENGTH: 3.0 DAYS

Sales and customer service call centers provide businesses with a convenient and effective way to directly communicate with current and potential customers. The Sales and Customer Service Training for Call Centers course is designed to help your call center staff acquire the skills to provide every caller with the best service possible.

This 3-day workshop covers the following topics: verbal communication skills (tone, cadence, pitch), questioning and listening skills, how to say “no” and deliver bad news, negotiating skills, techniques to maximize positive impact on current and potential customers and much more.

This comprehensive and valuable training course is now available across the U.S., including Atlanta, Austin, Baltimore, Boston, Charlotte, Chicago, Dallas, Houston, Los Angeles, Manhattan, Miami, Orlando, Philadelphia, San Antonio and Seattle.

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

FOREWORD

Developing skills in performing brilliantly in a Call Center job are essential to improve professional worth. During this course, participants learn the nuances of telephone-based work including the development of verbal skills, techniques to maximize positive impact on customers, and managing sales and customers.

OUTCOMES

After completing this course, participants will have learned 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
 - ▶ Understand the importance of customers
 - ▶ Demonstrate an understanding of questioning and listening skills
 - ▶ Acquire comfort with 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 abilities
 - ▶ Develop active listening
 - ▶ Use personalized techniques for managing stress
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MODULES

Lesson 1: Introduction

- ▶ Icebreaker
- ▶ Housekeeping Items
- ▶ The Parking Lot
- ▶ Workshop Objectives

Lesson 2: Asking the Right Questions

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

Lesson 3: What's Missing in Telephone Communications?

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

Lesson 4: Saying No

- ▶ When We Say "No"
- ▶ Delivering Bad News
- ▶ Debrief

Lesson 5: Verbal Communications Techniques

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

Lesson 6: Sales by Phone

- ▶ Benefits of Telemarketing
- ▶ Rapport Building

Lesson 7: Who are Your Customers?

- ▶ Define the Customer & Client
- ▶ About Relationships

Lesson 9: To Serve & Delight

- ▶ What You Say and What it Means
- ▶ Planning the Ideal Answer

Lesson 11: Did You Hear Me?

- ▶ Listening Skills
- ▶ The Mission: To Listen

Lesson 13: Cold & Warm Calls

- ▶ The Cold Call
- ▶ The Warm Call

Lesson 15: Developing a Script

- ▶ Scripting Techniques
- ▶ Sample Script

Lesson 17: Perfecting the Script

- ▶ Making the Script Yours
- ▶ Using Cheat Sheets

Lesson 19: Going Above & Beyond

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

Lesson 21: Handling Objections

- ▶ I Object!
- ▶ Debrief

Lesson 23: High Impact Moments

- ▶ Make it Count
- ▶ Creating Case Studies
- ▶ Presenting Real Life!

Lesson 25: Tips for Challenging Callers

- ▶ Tips and Tricks
- ▶ Caller Behaviours
- ▶ Debrief
- ▶ Up the Mountain

Lesson 8: Taking Messages

- ▶ Pen in Hand
- ▶ Effective Messages

Lesson 10: Staying Out of Voice Mail Jail

- ▶ Voice Mail Etiquette
- ▶ Debrief

Lesson 12: Closing Down the Voice

- ▶ Hyoid Limbering
- ▶ Hum
- ▶ Sighing
- ▶ The Diaphragmatic Breath

Lesson 14: Closing the Sale

- ▶ The Closing Phrase
- ▶ Debrief

Lesson 16: Feelings

- ▶ Feels Like a Winner!
- ▶ Presentations

Lesson 18: Changes in the Customer

- ▶ The Changing Customer
- ▶ What the Customer Wants

Lesson 20: Negotiation Techniques

- ▶ Mastering Negotiation Skills
- ▶ Practicing Negotiation

Lesson 22: It's More Than Just a Phase

- ▶ Phases of Negotiation
- ▶ Negotiation Made Easier
- ▶ Debrief

Lesson 24: This is My Mentor

- ▶ Case Study
- ▶ Debrief

Lesson 26: Stress Busting

- ▶ Stress Busting Card Game
- ▶ Managing Your Day

Lesson 27: Dealing with Difficult Customers

- ▶ Dealing with Problems
- ▶ Dealing with Vulgarities

Lesson 28: News from Within

- ▶ Management Reports
- ▶ Pre-Assignment Review
- ▶ CCA Reports

Lesson 29: Phone Tag & Getting the Call Back

- ▶ Phone Tag
- ▶ Following Up

Lesson 30: Wrapping Up

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

WEB LINKS

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