

## 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.

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

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### 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.

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### 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

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#### 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

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#### Lesson 2: Verbal Communication Techniques

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

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#### Lesson 3: Who are Your Customers?

- ▶ Define the Customer and Client
- ▶ About Relationships

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#### Lesson 4: To Serve and Delight

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#### Lesson 5: Did You Hear Me?

- ▶ Listening Skills
- ▶ The Mission: To Listen

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#### Lesson 6: Morning Reflection

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#### Lesson 7: Asking the Right Questions

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

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#### Lesson 8: Saying No

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

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### Lesson 9: Sales by Phone

- ▶ Benefits of Telemarketing

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### Lesson 11: Staying Out of Voice Mail Jail

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### Lesson 13: Afternoon Reflection

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### Lesson 15: Developing a Script

- ▶ Scripting Techniques
- ▶ Sample Script

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### Lesson 17: Going Above and Beyond

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

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### Lesson 19: Morning Reflection

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### Lesson 21: Feelings

- ▶ Activity: Feels like a Winner

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### Lesson 23: Negotiation Techniques

- ▶ Mastering Negotiation Skills
- ▶ Practising Negotiation

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### Lesson 25: Afternoon Reflection

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### Lesson 27: Tips for Challenging Callers

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

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### Lesson 29: Phone Tag and Getting the Call Back

- ▶ Phone Tag
- ▶ Following Up

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### Lesson 31: Phone Tag and Getting the Call Back

- ▶ Phone Tag
- ▶ Following Up

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### Lesson 10: Taking Messages

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

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### Lesson 12: Exercises for Conditioning Your Voice

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### Lesson 14: Cold and Warm Calls

- ▶ The Cold Call
- ▶ The Warm Call

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### Lesson 16: Perfecting the Script

- ▶ Making the Script Yours
- ▶ Using Cheat Sheets

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### Lesson 18: Handling Objections

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### Lesson 20: Closing the Sale

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### Lesson 22: Changes in the Customer

- ▶ The Changing Customer
- ▶ What the Customer Wants

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### Lesson 24: Phases of Negotiation

- ▶ Introduction
- ▶ Principled Negotiation

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### Lesson 26: High Impact Moments

- ▶ Make It Count
- ▶ Creating Case Studies

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### Lesson 28: Dealing with Difficult Customers

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

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### Lesson 30: Morning Reflection

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### Lesson 32: Morning Reflection

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### Lesson 33: This is My Mentor

- ▶ Activity: Roger's Super Year

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### Lesson 35: News from Within

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

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### Lesson 37: Close with Vocals

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### Lesson 34: Stress Busting

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### Lesson 36: Wrapping Up

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

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### Lesson 38: Personal Action Plan

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## WEB LINKS

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