PROFESSIONAL DEVELOPMENT TRAINING

Call Center Training: Sales and Customer Service Training for Call Centers

REQUEST QUOTE

3.0 DAY COURSE

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.

What You'll Gain:

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

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 10: Taking Messages
- Pen in Hand
- Empowering CCAs to resolve issues

Lesson 11: Staying Out of Voice Mail Jail

Lesson 12: Exercises for Conditioning Your Voice

Lesson 13: Afternoon Reflection

Lesson 14: Cold and Warm Calls
- The Cold Call
- The Warm Call

Lesson 15: Developing a Script

- Scripting Techniques
- Sample Script

Lesson 16: Perfecting the Script

- Making the Script Yours
- Using Cheat Sheets

Lesson 17: Going Above and Beyond

- Fifteen Techniques for CCA Success
- Customise Your Service

Lesson 18: Handling Objections

Lesson 19: Morning Reflection

Lesson 20: Closing the Sale

Lesson 21: Feelings

- Activity: Feels like a Winner

Lesson 22: Changes in the Customer

- The Changing Customer
- What the Customer Wants

Lesson 23: Negotiation Techniques

- Mastering Negotiation Skills
- Practising Negotiation

Lesson 24: Phases of Negotiation

- Introduction
- Principled Negotiation

Lesson 25: Afternoon Reflection

Lesson 26: High Impact Moments

- Make It Count
- Creating Case Studies

Lesson 27: Tips for Challenging Callers

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

Lesson 28: Dealing with Difficult Customers

- Activity: Dealing with Problems
- Dealing with Vulgarity

Lesson 29: Phone Tag and Getting the Call Back

- Phone Tag
- Following Up

Lesson 30: Morning Reflection

Lesson 31: Phone Tag and Getting the Call Back

- Phone Tag
- Following Up

Lesson 32: Morning Reflection

Lesson 33: This is My Mentor

- Activity: Roger's Super Year

Lesson 34: Stress Busting

Lesson 35: News from Within

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

Lesson 36: Wrapping Up

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

Lesson 37: Close with Vocals

Lesson 38: Personal Action Plan

Talk to our expert team

Phone:

Email: