PROFESSIONAL DEVELOPMENT TRAINING

Call Centre Training: Sales and Customer Service Training for Call Centres

1300 121 400

REQUEST QUOTE

3.0 DAY COURSE

Handling customers over the phone requires many skills, including verbal communication skills, proper telephone etiquette, problem resolution and escalation and active listening skills. Learn how to create raving fans every time you engage with your customers!

The PD Training Sales & Customer Service Training for Call Centers Course provides skill building in every aspect of handling calls from customers such as the use of probing techniques, voice control, what to say when, rapport building and much more. This course is designed to help call center professionals expertly handle customer calls and ensure that every caller receives the best possible service.

This comprehensive and engaging 3-day workshop is running now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide,, Canberra and Perth.

Please click on the Group Booking Quote button to receive a free quote for courses delivered at your preferred location.

What You'll Gain:

Whether we choose to embrace them or cannot stand being interrupted by their calls, call centres are a business element that is here to stay. The key is to train your staff to exceed customers expectations and create raving fans every time you engage with them.

This course will help call centre agents learn to make the most of their telephone-based work, including understanding the best ways to listen and be heard. Each phone interaction has elements of sales and customer service skills, which we will explore in detail throughout this energising and practical three-day workshop.

Note that we will use two acronyms interchangeably throughout the workshop:

- CSR: Customer Service Representative
- CCA: Call Centre Agent

Outcomes

By the end of this course, participants will be able 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.
- 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.
- Realise the value of personalising interactions and developing relationships.
- Practice vocal techniques that enhance speech and communication ability.
- Personalise 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

Lesson 10: Taking Messages

- Benefits of Telemarketing

- 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: 1300 121 400

Email: enquiries@pdtraining.com.au