

## Call Center Training

Phone skills are a highly valuable tool to have in an employee's skill-set, and Call Center Training will help provide those skills. This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current cliental. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Call Center Training will lower costs as it can reduce turnover. Participants will the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential, and to keep their skill-set at a high



learn  
  
level.

### Course Outline:

#### Module One: Getting Started

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

#### Module Two: The Basics (I)

- Defining Buying Motives
- Establishing a Call Strategy
- Prospecting
- Qualifying
- Case Study
- Review Questions

#### Module Three: The Basics (II)

- Getting Beyond the Gate Keeper
- Controlling the Call
- Difficult Customers
- Reporting
- Case Study
- Review Questions

#### **Module Four: Phone Etiquette**

- Preparation
- Building Rapport
- Speaking Clearly - Tone of Voice
- Effective Listening
- Case Study
- Review Questions

#### **Module Five: Tools**

- Self-Assessments
- Utilizing Sales Scripts
- Making the Script Your Own
- The Sales Dashboard
- Case Study
- Review Questions

#### **Module Six: Speaking Like a Star**

- S = Situation
- T = Task
- A = Action
- R = Result
- Case Study
- Review Questions

#### **Module Seven: Types of Questions**

- Open Questions
- Closed Question
- Ignorant Redirection
- Positive Redirection
- Negative Redirection
- Multiple Choice Redirection
- Case Study
- Review Questions

#### **Module Eight: Benchmarking**

- Benchmark Metrics
- Performance Breakdown
- Implementing Improvements
- Benefits
- Case Study
- Review Questions

**Module Nine: Goal Setting**

- The Importance of Goals
- SMART Goals
- Staying Committed
- Motivation
- Overcoming Limitations
- Case Study
- Review Questions

**Module Ten: Key Steps**

- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study
- Review Questions

**Module Eleven: Closing**

- Knowing when it's Time to Close
- Closing Techniques
- Maintaining the Relationship
- After the Sale
- Case Study
- Review Questions

**Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations