



Professional Telephone Techniques

Create the right impression and learn how to control the conversation

Handling Customers Professionally

Deliver outstanding service to build customers' trust, respect and loyalty

Who is it for?

A highly practical course for any frontline staff wanting to improve their telephone communication skills using state-of-the-art telephone coaching equipment.

What is it about?

For most organisations today, the telephone is the key mode of communication with customers. An impression of your whole organisation can often be formed on the quality of one call, and point of contact. This course looks at 'best practice' at each stage of a call; and how to control and guide a call to generate the confidence and respect of customers. Additionally, the course will consider ways to professionally manage more difficult customer situations.

What will I get out of it?

- A confident and professional telephone manner
- Understanding of best practice at key stages of a call
- The techniques to control and guide the call and handle difficult situations
- Phrases that generate customers' confidence



Course overview

- Create a professional image on the telephone
- Use phone communication to your advantage and overcome its limitations
- Know the key stages of a call (answer, handover, conclude)
- Use your voice and language to sound professional and positive
- Control a call and gain information
- Question and listen effectively
- Know the importance of check-back
- Manage a difficult situation with EASE
- Screen calls, handle the 'waffler', 'long-winded' or 'insistent' caller

Who is it for?

For customer facing frontline and support staff, whose actions can have a significant impact on their company's reputation and success.

What is it about?

A foundation for understanding the principles, attitudes, and skills essential for delivering an excellent customer experience, to gain, maintain and grow existing relationships.

What will I get out of it?

- How to create a positively memorable service experience
- Ways to manage customers' expectations and where possible to exceed them
- A recognition of the significance of good and bad service on customers' loyalty, and your company's reputation
- The ability to turn around customer complaints and dissatisfaction
- A framework for saying 'no' constructively, and giving 'bad' news



Course overview

- Meeting and exceeding customers' expectations
- The service balance: competence and care
- Building customer relationships and loyalty
- The internal customer service links
- Projecting a professional image face-to-face, on the phone and e-mail
- Customer service behavioural styles and their consequences
- The 8 A's formula for handling complaints
- Best practice for saying 'no' constructively, and giving bad news

Follow-up courses

Managing difficult and demanding customers p110. Professional telephone techniques p109.

Duration & cost 1 day, £479 + VAT

London Sep: 22 Oct: 31 Dec: 9 Feb: 3 Mar: 14

Code PTT

Duration & cost 1 Day, £479 + VAT

London Oct: 24 Jan: 11 Mar: 19

Code HCP



Early bird discount – book any short course seven weeks in advance and get 30% off!

Managing Difficult and Demanding Customers

Transform customers with unreasonable expectations into lifelong allies

Who is it for?

If you have faced difficult customer situations in the past, or are likely to in the future, either face-to-face or on the telephone, you will find this course of benefit.

What is it about?

This course gives front-line personnel the skills to react calmly and positively with difficult customers by giving them an understanding of the causes of difficult behaviours and techniques to diffuse them. Delegates will learn how to distance themselves from any personal remarks and respond professionally without entering into arguments. (The course covers verbal not physical aggression or violence.)

What will I get out of it?

- A greater understanding of what causes customers to be demanding or difficult
- The personal skills to stop taking things personally or becoming emotional
- Recognition of the best way to manage your responses, engaging "the professional brain"
- Strategies for handling different types of difficult situations
- An ability to 'stand your ground' when unable to say "yes"
- Confidence and guidelines for dealing with unacceptable behaviour

"I had a very good time! I left with a wider perspective and lots of ideas to put into practice back at work."
Elena Cotelici, London Borough of Hackney

Course overview

- Different communication channels and their effect
- Engage the 'professional brain' instead of the emotional, reactive brain
- Manage difficult situations using a variety of frameworks
- Learn how to say no when you can't say yes
- How to give unwelcome news
- Handle criticism, put-downs, arrogance, persistence or patronising behaviours
- Professional guidelines for handling extreme and unacceptable behaviours.

You may also like:

Stress management p25. Assertiveness at work p29. Professional telephone techniques p109.

Customer Service for Credit Control

Manage and build customer relationships while recovering payment

Who is it for?

Personnel working in Credit Control when chasing payment and recovering bad debt from customers.

What is it about?

Positive and assertive interaction with customers by credit control is essential in ensuring their organisations receive payment, whilst maintaining good customer relations and loyalty. The course helps you to maintain your professionalism when dealing with the emotive issues around debt and difficult customer behaviour. It will help you to take control and achieve positive outcomes.

What will I get out of it?

- A recognition of the significance your role in generating customers' cooperation, goodwill and loyalty
- A clear structure for controlling a call, achieving objectives, while still providing a good customer experience
- Listening skills to develop rapport to diffuse the situation
- Ways to handle common credit-control 'excuses'
- Assertive techniques to manage difficult behaviours

"Outstanding, simply outstanding! Great topics covered and all key to my role." Zoe Gascoigne, I Holland Ltd

Course overview

- The essential principles of customer care and your role in the service process
- Different communication styles and their consequences (assertive, aggressive & submissive)
- Understanding Rights and Responsibilities
- 'First things First' – establishing clear parameters
- Using a clear, assertive framework for call control
- Creating rapport & listening actively
- How to handle aggressive behaviour and take control of difficult situations
- Responding to common credit control 'excuses'
- Disagreeing agreeably – saying 'no' when you have to

Duration & cost 1 day, £479 + VAT

London Sep: 27 Nov: 1 Dec: 5 Jan: 27 Mar: 8

Code MDDC



Early bird discount – book any short course seven weeks in advance and get 30% off!

Duration & cost 1 Day, £479 + VAT

London Oct: 28 Feb: 2

Code CSC