



## Call Center Training

### Sales and Customer Service Training for Call Center Agents

**Description:** Whether we choose to embrace them or cannot stand being interrupted by their calls, call centers are a business element that is here to stay. This course will help call center 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 energizing and practical course. Topics discussed in this course include: The nuances of body language and verbal skills, aspects of verbal communication such as tone, cadence, and pitch, questioning and listening skills, how to deliver bad news and say “no”, effective ways to negotiate, the importance of creating and delivering meaningful messages, tools to facilitate their communication, the value of personalizing their interactions and developing relationships, vocal techniques that will enhance their speech and communication ability, and personalized techniques for managing stress.

**Session One:** Course Overview.

**Session Two:** What's Missing in Telephone Communication?

- It's Not What You Say; It's How You Say It
- In the Absence of Body Language

**Session Three:** Verbal Communication Techniques

- Being Yourself and Sounding Your Best
- A Service Image

**Session Four:** Who are Your Customers?

- Define the Customer and Client
- About Relationships

**Session Five:** To Serve and Delight

- What You Say and What it Means
- Planning the Ideal Answer

**Session Six:** Did You Hear Me?

- Listening Skills
- The Mission: To Listen

**Session Seven:** Asking the Right Questions

- Open Questions vs. Closed Questions
- Probing Techniques

**Session Eight:** Saying No

- When We Say "No"
- Delivering Bad News

**Session Nine:** Sales by Phone

- Benefits of Telemarketing
- Rapport Building

**Session Ten:** Taking Messages

- Pen in Hand
- Effective Messages

**Session Eleven:** Staying Out of Voice Mail Jail

- Voice Mail Etiquette

**Session Twelve:** Closing Down the Voice

**Session Thirteen:** Cold and Warm Calls

- The Cold Call
- The Warm Call

**Session Fourteen:** Developing a Script

- Scripting Techniques
- Sample Script



**Session Fifteen:** Perfecting the Script

- Making the Script Yours
- Using Cheat Sheets

**Session Sixteen:** Going Above and Beyond

- Fifteen Techniques for CCA Success
- Customize Your Service

**Session Seventeen:** Handling Objections

- I Object!

**Session Eighteen:** Closing the Sale

- The Closing Phrase

**Session Nineteen:** Feelings

- Feels Like a Winner!
- Presentations

**Session Twenty:** Changes in the Customer

- The Changing Customer
- What the Customer Wants

**Session Twenty-One:** Negotiation Techniques

- Mastering Negotiation Skills
- Practicing Negotiation

**Session Twenty-Two:** It's More Than Just a Phase

- Phases of Negotiation
- Negotiation Made Easier

**Session Twenty-Three:** High Impact Moments

- Make It Count
- Creating Case Studies
- Presenting Real Life!

**Session Twenty-Four:** Tips for Challenging Callers

- Tips and Tricks
- Caller Behaviors
- Up the Mountain

**Session Twenty-Five:** Dealing with Difficult Customers

- Dealing with Problems
- Dealing with Vulgarity

**Session Twenty-Six:** Phone Tag and Getting the Call Back

- Phone Tag
- Following Up

**Session Twenty-Seven:** This is My Mentor

- Case Study

**Session Twenty-Eight:** Stress Busting

- Stress Busting Card Game
- Managing Your Day

**Session Twenty-Nine:** News from Within

- Management Reports
- Pre-Assignment Review
- CCA Reports

**Session Thirty:** Wrapping Up

- It's a Wrap - Just About!
- Questions and Answers
- Sharing the Quiz

**Session Thirty-One:** Close with Vocals

- Workshop Wrap-Up