

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

Call centers, whether we choose to embrace them or cannot stand being interrupted by their calls, are a business element that is here to stay. This course will help call center agents learn to make the very most of their telephone based work, including understanding the best ways to listen and be heard. Each phone interaction also has elements of sales and customer service skills, which will be explored in detail throughout this energizing and practical three-day workshop.

This workshop will help you teach participants:

- 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
- Personalized techniques for managing stress

### Introduction and Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### What’s Missing in Telephone Communication?

To begin, participants will explore Alfred Mehrabian’s study on communication and how it affects telephone communication. Participants will also learn the role that body language plays in telephone communication.

### Verbal Communication

This session will cover the four E’s of an effective telephone voice and how you can use them to promote a service image.

### Who are Your Customers?

In this session, participants will learn about what a customer is, and they will identify some of their own customers.

### To Serve and Delight

This session will give participants an opportunity to develop strong, helpful phrases for assisting customers.

# Call Center Customer Enquiries Training Manual

**Josh Bersin**



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