



Palomino Training Solutions
specialists in corporate training

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Telephone Etiquette Training (½ day)

Course Overview

Fact: 88% of your customers who stop using your services or products do so because of perceived employee indifference or rudeness.

One of the most common ways our customers interface with employees is through the telephone. Therefore, having an understanding of telephone etiquette will make a large difference to your customers and your profits. Your reputation for service depends on how well your staff handle incoming and outgoing calls. 87% of the message your customers receive on the telephone is through the tonality of the voice they hear. Only 13% of the message they hear are the words used.

Our “Telephone Etiquette” training helps your employees to develop and master the techniques that will enhance your company’s image.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, voice recordings, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

This workshop is designed for everyone who deals with customers on the telephone – call centre agents, customer service representatives, receptionists and all customer-facing staff.

Course Outline

SECTION 1: Telephone Etiquette

1. Clear your mind
2. Answer telephone promptly
3. Be present with your caller
4. Prepare your phone voice
5. Offer your standard greeting
6. Be prepared before you respond
7. Making and ending a call

SECTION 2: Communication

1. What is a Skilled Communicator?
2. Asking Questions
3. Probing
4. Listening Skills



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SECTION 3: The Phonetic Alphabet

SECTION 4: Elements of Customer Service

SECTION 5: Identifying Customers and Competitors

1. Internal Customers
2. External Customers
3. Competitors
4. The Competitive Edge

SECTION 6: Identifying and Meeting Customer Needs

1. Understanding Needs and Expectations
2. Benefits of Meeting Customer Needs

SECTION 7: Forbidden Phrases & Soft Language Skills

1. Overcoming the Forbidden Phrases
2. Converting Hard Language into Soft Language Skills

SECTION 8: Dealing With Problem Customers

- Step 1 - Listen
- Step 2 - Empathise
- Step 3 - Apologise
- Step 4 - Problem-Solve