

Course Description Document:

## Telephone Techniques 1 - Customer Service Essentials

This program is customizable to your Companies needs.

All participants will to role-play various telephone-related scenarios & evaluate their peers.

**Program format:**

Half Day:	9:00 AM - 12:30 PM
Full Day:	9:00 AM - 3:30 PM (1-hour lunch)
Participants:	optimal 15 to 20

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**Course Objectives:**

- To represent your company in a professional manner
- To make your customers feel appreciated & valued
- To provide professional customer service & encourage continued business

**Deliverables:**

- Understanding the six basic customer needs:  
*1) Friendliness, 2) Empathy, 3) Fairness, 4) Options, 5) Providing a sense of control, 6) Education*
- Six steps to win over a difficult customer:  
*1) Allowing customer time to vent, 2) Avoiding the use of certain phrases, 3) Changing your perception, 4) Expressing empathy, 5) Solving Problem, 6) Following up*
- Tips for how to answer the phone and put someone on hold
- Tips on how to end a call
- How to say "no" to your customers diplomatically
- Helpful customer-service phrases

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**Other Related Courses:**

- Cold Calling Techniques,
- Customer Service Skills,
- Sales-Coaching
- Motivation

**Satisfied Clients:**

- CIBC, Certified General Accountants, CGI, Beck Taxi, DMG World Media, McCarney Greenwood Chartered Accountants, RCC College of Technology, Superior Propane, Ryerson University, The Learning Annex

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**Instructor:**

- **Nicole Attias**, facilitator and founder of Peak Presentations and Nicole Attias & Associates, since 1999, has worked with various professionals to strengthen their presentation-skills, confidence levels and overall bottom-line results.