CE-TEL - Effective telephone communication

Soft skills - Comunicazione e Psicologia Comportamentale - Leadership e comunicazione

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: • Learning communication techniques for telephoning • Analizing your own telephoning style • Understanding techniques to improve voice quality and communication by telephone • Developing critical abilities to define different typologies of incoming and outgoing phone calls • Conveying a positive corporate image, adjusting your own style to circumstances Audience: • Customer service officers • Customer service office, purchasing and credit department • Vendors and executives • Purchasing department • Representatives, call center operators • Secretaries • Receptionists

Programma

Phone calls: first impression of the company
- The concept of corporate image
- The costs of a bad corporate image
- How to improve the corporate image
- The concept of service quality
- Distinctive elements

The telephone communication
- Choosing the language to use
- Technical and psychological aspects
- Perception and feedback
- Message distortion
- The personal filter
- Learning how to communicate

ITCore Group

Via Balestra, 12
6900 Lugano (CH)
+41.091.9760019
www.itcoregroup.com

Via Lanino, 36
21047 Saronno (VA)
+39.02.84108669
www.itcoregroup.com

- The communication process
- The difficulties of speaking without seeing the other
- The voice as a positive element
- How to ask questions and why: open, close, oriented
- Handling the wait, putting the calls through

The telephone as a tool
- Advantages and disadvantages
- Rules for a proper use of the telephone
- The importance of time factor
- Expressing yourself properly
- The most common mistakes
- Effective communication: diction, rhythm, tone, attitude
- Outgoing calls: the key points
- Incoming calls: the stages of telephone conversation
- Taking notes

Analysis of different types of interlocutor
- Client's needs and expectations
- Complaint management
- Behavioral rules for complaint management
- Techniques for replying
- Analysis of different types of interlocutor

The possible use of telephone
- Phone calls typologies
- The telephone as a commercial tool
- Elements of telemarketing
- Possibilities and limits
- Goals of a marketing action
- Essential features
- Notes on sales call:
- Speaking to decision makers
- Speaking with authority
- Preparation and professional support
- Self-discipline
- Preparing replies to objections

- Turning complaints into opportunities
- The telephone as a smart system:
- Filters
- Personal image: style and courtesy
- The importance of giving the best from the beginning
- The code of behavio

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