
Professional Telephone Techniques

National Competency Standard (BSB07)
BSBCMM201A – Communicate in the Workplace



Aim

This course will enable you to promote a professional image of your organization by using effective and efficient telephone techniques.

Audience

This course is aimed at anyone who comes into contact with customers or potential customers via the telephone.

Duration

One day.

Course Outcomes

1. Create the right impression of your company and yourself.
2. Build rapport with someone you cannot see and who cannot see you.
3. Actively listen and question to control calls.
4. Relay clear and concise messages.
5. Understand the role of voice mail in service image.
6. Handle complaints, difficult customers and 'one-off' situations.
7. Apply correct phone etiquette and language.

Optional Assessment

This is a nationally recognised training program. Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit of competency outlined above. The assessment comprises a case study assignment designed to demonstrate competence. Participants who choose not to be assessed will receive a Certificate of Attendance. The case study assignment is completed in the participant's own time.

Course Content

Importance of First Impressions

- You! The telephone ambassador
- First (and lasting) impressions
- Why do customers call you?

Building a Rapport with Clients

- Avoiding communication barriers
- Understanding caller behaviours
- Recognising limitations of the telephone
- Emphasising a "can do" attitude
- Building better relationships

Skills of Communication

- Creating rapport on the phone
- Developing skills for active listening
- Developing skills for effective questioning
- Making the best of your voice
- Taking and leaving effective messages

- Providing information to callers
- Working with voicemail

Efficiency, Courtesy & Professionalism

- The do's and don'ts of telephone etiquette
- Transferring and screening calls
- Effective and efficient closure

Handling Difficult Calls

- Handling complaints objectively
- Using diplomacy when dealing with callers
- Focusing on what you can do, not what you can't do!
- Learning from difficult call experiences

One-off Situations

- Dealing with media, emergencies and bomb threats