

# Effective Telephone Techniques

AN INTENSIVE AND HIGHLY PRACTICAL  
— 1 DAY COURSE —

*"Communication works for those, who work at it."*

*- John Powell*

*"The trainer was extremely good, thank you all very much"*

*- Sushim Mukherjee*

*Seven Seas Computers*

To enquire about the date of the next public course:

**Email Us:** [info@ismdubai.com](mailto:info@ismdubai.com)

**Call Us:** 04 4573814



# ISM

**ISM TRAINING**

*Advance your career...  
achieve your goals*



# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Effective Telephone Techniques Introduction

Developing effective telephone skills can be difficult. The telephone is the most familiar piece of technology in the workplace and its use is often taken for granted in the way we speak to our customers, the way relationships are forged or broken and the way information is relayed. The ability to communicate in a prompt, friendly and professional manner is essential to creating the right impression and getting your message across.

*"The trainer's knowledge was excellent - Well Done and Thanks!"*  
- *Bassem Estwani*

## Purpose of this course

This developing effective telephone skills training course will enable delegates to develop, or refresh, the techniques and skills required to make and take calls effectively. They will learn and practice methods for giving and receiving information logically and clearly, building rapport and dealing with difficult callers. Role-play will be used with real life examples to ensure the course is relevant and applicable.

## On successful completion of the course delegates will be able to:

- Communicate confidently.
- Project professionalism in words and voice.
- Manage difficult and aggressive customers.
- Deal with all enquiries, messages and complaints effectively.
- Close calls with full customer satisfaction.
- Know different structure ways to deal with customer problems.

# Key areas covered

**01** ▶ How to create a right impression of yourself and your company in the first place.

**03** ▶ Ethics of communication: Courtesy, Confidence and Emaphy.

**05** ▶ The strcuted ways of handling different calls and queries.

**07** ▶ How to manage customer aggression and resolve problems successfully.

**09** ▶ The art of listening and emaphising problems for an effective solution.

**12** ▶ Presenting an image of total customer care.

**04** ▶ How to handle customer calls with enthusiasm and friendly efficiency.

**06** ▶ Projecting professionalism in both words and voice.

**08** ▶ Asking the right questions and dealing with enquiries and complaints.

**10** ▶ The right words to use for the first right impression.

**“Always  
Deliver  
More  
Than  
Expected.”  
- Larry Page**

## Who should attend?

All staff who need to communicate in a confident, efficient and friendly manner on the telephone. It is ideal for those who have frequent contact with customers and is suited to those on switchboard or reception, in customer service, call centres and help desks and those in a team secretary role.

## Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



## Course Leader : Steve Halligan

Steve has been active in all aspects of sales, negotiation and account management for over 25 years and is the Managing Director of a highly respected UK employee motivation consultancy.

His highly energetic and clear communication style helps to make what can be very complex issues, simple and understandable with actionable ideas and recommendations.

He has worked with multi-national, local companies and several government bodies. With the research tools he has developed he has a wealth of data and case studies to support his consulting and training interventions.

Steve has developed and delivered a series of training programs for ISM across the Gulf region ranging from sales, key account management, negotiation, interpersonal and communication skills to personal skills such as time management and public speaking. His highly energetic and dynamic style ensures that all course delegates leave with some new found knowledge or ability.

*"The course director was excellent, thanks for all the efforts you obviously all put in."*

*- Ahmed, Lunatus*

## COURSE REGISTRATION FORM

### Effective Telephone Techniques



**ISM**  
ISM TRAINING

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

## 01 CHOOSE YOUR PACKAGE

1 Delegate: 2,500 Dhs

2 Delegate: 5,000 Dhs

3 Delegate: 7,500 Dhs

4 Delegate: 10,000 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

## 02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

## 03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

## 04 INVOICE CONTACT AND PAYMENT - If different from above

**Note:** Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

## 05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999  
to receive your confirmation and delegate pack.



ISM Training, 15th Floor, Al Shafar Tower, Tecom, Dubai  
Tel: +971 (0) 44573814 Email: info@ismdubai.com url: www.ismdubai.com