

# Call Center Training Coursee

## COURSE OUTLINE

### Chapter 1: Introduction

### Chapter 2: The Basics

- Defining Buying Motives
- Establishing a Call Strategy
- Prospecting
- Qualifying
- Getting Beyond The Gate Keeper
- Controlling The Call
- Difficult Customers
- Reporting
- Case Study

### Chapter 3: Phone Etiquette

- Preparation
- Building Rapport
- Speaking Clearly - Tone of Voice
- Effective Listening
- Case Study

### Chapter 4: Tools

- Self Assessments
- Utilizing Sales Scripts
- Making the Script Your Own
- The Sales Dashboard
- Case Study

### Chapter 5: Speaking Like a Star

- S = Situation
- T= Task
- A= Action
- R = Result
- Case Study

### Chapter 6: Types of Questions

- Open Questions
- Closed Question
- Ignorant Redirection
- Positive Redirection
- Negative Redirection

- Multiple Choice Redirection
- Case Study

### **Chapter 7: Benchmarking**

- Benchmark Metrics
- Performance Breakdown
- Implementing Improvements
- Benefits
- Case Study

### **Chapter 8: Goal Setting**

- The Importance of Goals
- SMART Goals
- Staying Committed
- Motivation
- Overcoming Limitations
- Case Study

### **Chapter 9: Key Steps**

- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study

### **Chapter 10: Closing**

- Knowing When it's Time to Close
- Closing Techniques
- Maintaining the Relationship
- After the Sale
- Case Study