



MARKETING
INSTITUTE OF
SINGAPORE

SERVICE
EXCELLENCE

Effective Telephone Techniques to Engage & Influence Customers

Why You Should Attend This Course:

The telephone is the key mode of communication with customers in most organisations today. The telephone is often your customer's first point of contact with your company. Customers often form an impression of your company from the quality of one call or from the point of first contact. It is essential to understand, not just which techniques can be effective to influence customers but also the advantages and disadvantages of communicating by telephone. This course provides participants with the skills necessary to handle all telephone calls effectively and professionally to generate the confidence and respect of customers.

Learning Outcome:

- Project a Professional Image on the Telephone
- Understand the Elements of Effective Telephone Communication
- Build Rapport and Trust on the Phone with Customers
- Create Impact in Delivering Exceptional Customer Service
- Improve Communication Skills when Communicating with Customers on the Phone
- Recognise Customer's Telephone Behaviours and Respond Accordingly
- Manage Difficult Situations and Customers on the Phone in a Professional Manner

Course Outline:

Day 1

- Projecting a Professional Image – Creating the Right Impression of Self and Company
- Customer Service Essentials when Communicating with Customers on the Phone
- Effective Telephone Communication Skills to Engage Customers on the Phone
- Pre-Planning Sales and Service Calls
- Understand and Manage Call Reluctance when Communicating with Customers
- Managing In Bound Service and Sales Enquiries Effectively
- Common Customer Frustrations when Using the Telephone
- Avoid Mistakes that will Affect Sales or Service when Communicating with Customers

Day 2

- Use Appropriate Language when Communicating on the Phone
- Listening Techniques to Understand Customers Needs
- Techniques for Improving Listening Skills to Engage Your Customers
- Perfecting Telephone Sales and Service Techniques – Scripting the Right Message
- Effective Questioning Techniques to Influence Customers on the Telephone
- Asking the Right Questions to Identify and Understand Underlying Customer Issues
- Managing Difficult Situations and Complaints from Unhappy Customers on the Phone
- Recovery Strategies to Satisfy Unhappy Customers

Who Can Benefit?

This course is not only applicable to front line staff but also for Sales and Service Professionals who want to project a professional image when communicating with customers on the telephone. Managers and team leaders of sales and service teams responsible for inbound, outbound sales and customer service will also learn to enable their team members to communicate effectively with customers on the telephone and manage difficult situation.

Trainer's Profile:

Ho-Tan Whai Aun has been a consultant, speaker and trainer since he started working in the UK in the 1980's. He was responsible for implementing major projects with The Guardian Royal Exchange, Norwich Union, The Christian Trust, Norfolk County Council and ChristChurch Conferences.

Over the years, Whai Aun has trained many people through seminars, workshops and one-to-one supervision – and he is also a mentor to professionals and senior managers in UK and Asia.

He believes in continuing education and training, and empowering people through learning, training and application of evidence-based principles. He knows that personal success usually comes through incremental minor transformations rather than radical major upheavals – so he brings successful people to greater heights through corrective behaviour modifications and changing of their thought patterns and core beliefs.

Whai Aun is a sought-after speaker – in complex technical presentations as well as in communications and counselling seminars. He has conducted training for the business and industrial sectors, hospitals, government bodies as well as for colleges, schools and charitable organisations.

Whai Aun graduated from Trinity College, Dublin (Ireland) in Business Studies and was a UK-trained Project Manager. Occasionally, he provides oversight, support and training for Marketing & Sales and HR staff – specialising in consumer heuristic evaluations and networking. He has also conducted seminars for the Sales Teams in various financial and manufacturing companies. He is a mentor and personal friend to top Sales producers and CEOs from different industries, as well as to various start-up entrepreneurs.

In Asia, some of the organisations he has worked with include Microsoft, Tan Tock Seng Hospital, Singapore Police Force, DBS Securities and The Salvation Army.

Date:

1–2 Mar 2012
5–6 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Effective Telephone Techniques to Engage & Influence Customers

1–2 Mar 2012 5–6 Jun 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

| Participant(s) Name | Designation | E-mail | Contact No. |
|---|-------------|-------------------------------------|-------------|
| 1) | | | |
| 2) | | | |
| 3) | | | |
| Company: | | | |
| <input type="checkbox"/> Member (MIS Membership No): | | <input type="checkbox"/> Non-Member | |
| Billing Address: | | | |
| Contact Person: | | Designation: | |
| Tel: | | E-mail: | |
| How did you know about this course? (You may tick more than one) <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____ | | | |

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

| Notice Period | Withdrawal / Cancellation Charge |
|-------------------------------------|----------------------------------|
| More than 14 days | No charge |
| Less than 14 days | 25% of course fee |
| Less than 3 working days or No-Show | 100% of course fee |

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
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