

**Telecalling Workshop**

"Customers may forget what you said but they'll never forget how you made them feel " — Carl. W Buehner



Telecalling Workshop 1 Day

Duration: 1 Day

No of Participants: 25-30 Pax

Timing: 9:30 A.M- 5:30 P.M

Target Audience

* Individual Contributors
* Supervisors
* Early Team Managers
* Employees of Telecalling Department

Workshop Objectives

* Understanding the Role of Telecallers
* Telecalling Script
* Understanding Customer Needs
* Building Impactful Communication
* Building Rapport and Trust
* Handling Irate Customers

Workshop Outline

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| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30- 10:15 AM | **What’s In It for Me**   * Workshop Intro & Agenda * Ground Rules * Icebreaker * Facilitator Intro * Participant Intro & Expectations |
| 2 | 10:15- 10:30 AM | **Pre-Training Assessment** |
| 3 | 10:30- 11:15 AM | **Understanding the Role of Tele caller**   * Understanding Tele calling & Tele callers * Different roles of tele callers * Tele calling Myths * Benefits of Tele calling to Individual & Company |
| 4 | 11:15 -11:30 AM | **First Tea Break** |
| 5 | 11:30- 12:15 AM | **Telecalling Script**   * Understanding the Sales Funnel * Suspects and Prospects * Lead Categories- Hot, Warm & Cold * Engaging and Qualifying Prospects |
| 6 | 12:15 - 1:00 PM | **Understanding Customer Needs**   * Active Listening Skills * Art of Effective Questioning and Probing * Developing a Confident and Professional Tone of Voice * Doubts Clarifying & Reconfirm |
| 7 | 1:00 – 1:45 PM | **Lunch Break** |
| 8 | 1:45 - 2:30 PM | **Building Impactful Communication**   * Tone, * Pitch * Volume * Empathetic Responding. * Assertive Communication |
| 9 | 2:30 – 3:15 PM | **Building Rapport and Trust**   * Establishing a Warm and Friendly Introduction * Building Rapport- The meaning * Ways to build Rapport with customer/ prospect * Things to avoid in Rapport Building |
| 10 | 3:15 – 4:00 PM | **Handling Irate Customers**   * Help him empty the cup. * Providing solution to the customer * Closing the interactive with a reassurance and positive words. * Next Steps to be adhered |
| 11 | 4:00 – 4:15 PM | **Second Tea Break** |
| 12 | 4:15 - 4:30 PM | **Tele-calling Practice through Roleplays** |
| 13 | 4:30 - 4:45 PM | **Recap** |
| 14 | 4:45- 5:00 PM | **Post Training Assessment** |
| 15 | 5:00- 5:30 PM | **Closing**   * Feedback forms * Q&A (If any) * Closing Video (If any) * Group Photo |

\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client.\*