

**Telecalling Workshop**

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



Telecalling Workshop 2 Days

Duration: 2 Days

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 Tele calling Department

Workshop Objectives

* Tele calling Essentials
* Understanding the Role of Tele caller
* Building an attitude of Ownership & Accountability
* Understanding the Moment of Truth
* Crafting a Tele calling Script
* Building Rapport with the customer
* Understanding Customer Needs
* Impactful communication
* Handling Irate Customers
* Post Call activities
* Tele calling Tips

Workshop Outline

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| **Day-1** | | |
| **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 - 12:30 PM | **Building an attitude of Ownership & Accountability**   * Understanding Ownership * Developing a Proactive Approach-Circle of Control * Building a solution Centric * Avoid Blame Game- Walking the Extra Mile |
| 5 | 12:30 - 1:15 PM | **Moment of Truth**   * Understanding Moment of Truth * Moment of Misery Vs Moment of Magic * Exploring the customer delight moments * Building The Tragics into Magics |
| 6 | 1:15 – 2:00 PM | **Lunch Break** |
| 7 | 2:00 – 2:15 PM | **Energiser** |
| 8 | 2:15 - 3:30 PM | **Tele calling Script**  • Tele calling Script- Need & Reason • Components of a tele calling script • Greetings over the call • Generating Interest • Generating appointment/ Opportunity |
| 9 | 3:30 – 4:00 PM | **Tele calling Script Practice -Part-1** |
| 10 | 4:00 – 4:15 PM | **Second Tea Break** |
| 14 | 4:15 – 4:45 PM | **Tele calling Script Practice -Part-1 Contd….** |
| 15 | 4:45- 5:30 PM | **Closing & Recap**   * RECAP * Q&A (If any) * Closing Video * Home work for day 2(Optional) |
| **Day 2** | | |
| 1 | 9:30-10:00 AM | **Recap Day-1** |
| 2 | 10:00- 11:00 AM | **Understanding Customer Needs**   * Active Listening Skills * Art of Effective Questioning and Probing * Doubts Clarifying & * Reconfirm |
| 3 | 11:15 -11:30 AM | **First Tea Break** |
| 4 | 11:30 - 12:30 PM | **Building Impactful Communication**   * Tone, * Pitch * Volume * Empathetic Responding * Assertive Communication |
| 5 | 12:30 - 1:15 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 |
| 6 | 1:15 - 2:00 PM | **Lunch Break** |
| 7 | 2:00 - 2:15 PM | **Energizer** |
| 8 | 2:15 - 3:15 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 |
| 9 | 3:15 - 4:00 PM | **Post Call Activities**   * Note Taking * Updating in the CRM * Send follow-up information * Schedule follow-up tasks * Thankyou mail/ conformation to the customer |
| 10 | 4:00 - 4:15 PM | **Second Tea Break** |
| 11 | 4:15- 4:30 PM | **Tele calling Tips** |
| 12 | 4:30- 4:45 PM | **Recap of Day1 & Day 2** |
| 13 | 4:45- 5:00 PM | **Post Training Assessment** |
| 14 | 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. \*