



How can I help you?

These are the five most important words that should greet all your incoming callers. In reality many companies are still missing out on the opportunity to create an excellent first impression through appropriate responses to incoming calls.

As competition for new and repeat business becomes even fiercer, it's the excellence of that first impression that will set you apart from your competition; 'good' first impressions are just no longer good enough. Your business is being judged on how both your incoming and outgoing calls are handled so why not invest in **5 LITTLE WORDS** – telephone training designed to help staff excel and exceed customer expectations?

Attending delegates will learn key skills which will enable them to control and add value to each and every incoming call. The **5 LITTLE WORDS** one day workshop will focus on ensuring the experience your inbound caller receives when telephoning your business is a positive and memorable one designed to motivate them into calling back time and time again.

Who should attend?

5 LITTLE WORDS

This workshop is designed specifically for members of staff whose job it is to receive incoming calls and make outgoing calls to customers or potential customers. These may include customer service staff, retail front desk staff, order processing staff, reception and helpdesk operators as well as those involved in general phone-based work.

By the end of the programme delegates will:

- Gain an understanding of the importance of a customer's 'lifetime value'
- Have increased confidence in dealing with all types of callers
- Confidently manage and convert difficult callers
- Maintain control of the call by using the "questioning technique"
- Secure customer confidence by using positive rather than negative terminology
- Understand excellent customer service; but from the customer's perspective
- Leave callers with an 'excellent' impression of your company
- Be proactive on all calls