



Brownlee & Associates, S.L.
Paseo de los Olivos, 20, 1ºB,
Madrid, 28011, España.
Tel: (34) 91-526-2505
Web: www.brownlee-associates.com
Correo electrónico: brownleeassociates@gmail.com

Customer Care by Telephone

Target:

All telephone users.

Objectives:

To provide all telephone users with a clear understanding of the importance of communication by telephone and the effect that good or bad telephone skills can have on the organization and provide a range of practical skills and techniques so that the image of the speaker & organization is enhanced.

Content:

- Personality types:
 - Investigator.
 - Admirer.
 - Inspirer.
 - Aspirer
- How to identify & deal with each type.
- Communicating with answering machines.
- Psychological power tricks.
- Effective listening.
- How to make or receive difficult calls.
- How to say "Goodbye".
- Customer Relations.
- Efficient message-taking.
- Common Errors.
- Dealing with Complaints.
- Psychological elements.
- Gestalt psychology.
- Maslow's hierarchy.
- How to defend the salesman / product / Company.
- Practical techniques based on Neuro Linguistic Programming.

Trainee-centred Objectives:

At the end of the course the attendees will be able to:

- Understand the importance of correct telephone usage in both their professional and private life.
- Use a range of psychological techniques to ensure that effective communication occurs with All callers thereby maintaining & increasing the company image, profits and their own professionalism.
- Apply a range of psychological techniques to dealing effectively with irate or unhappy customers in such a way that the customer feels he is understood and that his problem is be resolved rapidly and thereby retaining the client as a customer.
- Understand how different people process the world and how to identify the preferred system of each caller so that the most effective methods can be used in dealing with each one.

Duration:

2 days (18 hours).