



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Communication—**
Practices active listening supported with meaningful oral and written information.
- **Customer Experience—**
Leverages positive experiences to create customer loyalty and long-term relationships.

RELATED COMPETENCY CATEGORIES:

- **Attitude—**
Maintains a friendly, positive, and enthusiastic outlook.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships inside and outside the organization.
- **Adaptability—**
Open-minded. Demonstrates flexibility when faced with changes at work.
- **Customer Acquisition—**
Identifies and converts prospects into customers who are champions for our organization.

Telephone Skills: Inbound

SUMMARY

Customers call about problems relating to your products, processes, and services. You can build stronger relationships with these customers by applying effective telephone techniques, calming irate customers, and applying a three step questioning process to respond and resolve their issues.

CONTEXT

This module is designed to provide the basics of how to make the most of inbound sales opportunities. When customers take the time to call you, there is a reason why they made the effort. Whether it is to place an order, ask a question, or register a complaint, a real person is at the other end of the line. Many times you have to break through communication barriers to help the person articulate their reason for calling. Inbound calls take patience and good human relations skills.

This module will identify the small differences that can make a big difference in customer service. You will look at ways that you can make the most of inbound call opportunities. You will utilize a questioning model that will help you evaluate what your customers need, so that you can respond to them in the most effective way. As a result, you will build confidence in yourself and your abilities to handle inbound call opportunities.

At the completion of this module, participants will be able to:

- Identify the small differences that can make a big difference in customer service
- Develop confidence in customer interactions with inbound callers
- Make the most of inbound sales and customer service opportunities
- Use the Information Gathering Model to evaluate how to best meet their caller's needs

*"When dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion."
—Dale Carnegie*