Customer Service

Telephone Skills: Outbound

SUMMARY

Outbound phone calls are made for a variety of reasons, including selling, conducting surveys, service follow-up, promotions, prospecting, and responding to inquiries. People receiving these calls will be more receptive when we learn how to use engaging telephone techniques, handle rejection, and apply a call purpose outline that motivates the receiver to engage in a conversation.

CONTEXT

Customer service professionals are sometimes reluctant to make calls. They don’t like to think of themselves as an intrusion, and have to deal with rejection a large percentage of the time. Worse still, people are getting harder to reach. Just because you have their phone number or their e-mail address doesn’t mean they want to hear from you.

Conducting yourself in a friendly, professional way in outbound call situations is one way that you can differentiate your organization from your competition. Looking at each interaction with a customer as a defining moment that can make or break the relationship sets a context for the skills in this module. You will look at ways to streamline the process and make your results more predictable so that you can repeat success.

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

- Determine “Defining Moments” when customers form lasting positive or negative opinions of your organization
- Improve customer interactions to exceed their expectations
- Use principles for outstanding outbound telephone effectiveness
- Gain credibility by using Call Purpose Outlines

“We have 50,000 moments of truth everyday, each of those in which a customer comes into contact with any aspect of the company, however remote, and thereby has an opportunity to form an impression.”

—Jan Carlzon

Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- Customer Acquisition—Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- Customer Experience—Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

RELATED COMPETENCY CATEGORIES:

- Attitude—Maintains a friendly, positive, and enthusiastic outlook.
- Interpersonal Skills—Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.
- Communication—Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

Copyright © 2008 Dale Carnegie & Associates, Inc. All rights reserved. 6000305