



### 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 and Outbound

## SUMMARY

This module will help you identify the small changes that can make a big difference in customer service. As a result, you will build confidence in yourselves and your abilities to be both responsive and proactive in your customer contacts. This session is designed to provide the basics for making the most of telephone sales and service opportunities. Whether it's to place an order, ask a question, or register a complaint, a real person is at the other end of the line.

## CONTEXT

Who is in sales? We all are! Even if your title isn't "sales representative," your company is expecting you to make the most of every customer contact. As more customer service teams and call centers move toward cross-selling and up-selling, you need to be all-around service and sales representatives. You need the knowledge and skills to build relationships, ask the right questions, close sales, and ensure that your products and services exceed your customers' expectations.

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

- Develop confidence in customer telephone interactions
- Use the in-bound information gathering model to understand customer needs
- Apply human relations to deal with difficult customers
- Use an outbound call purpose outline to create favorable attention

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

—Dale Carnegie