



Dermot McConkey
DEVELOPMENT & TRAINING LIMITED

Telephone Skills

Development Programme

SALES

**Customer
Service**

**Debt
Collection**



Your business could be on the line!



Telephone Sales Skills – Objective of the programme

This course is designed to give both new and experienced staff, who regularly use the telephone, the confidence and motivation to approach prospects and customers. It will also illustrate how best to present and close business opportunities. It will cover how to sell appointments for sales staff. Both inbound and outbound calls will be covered in detail. The key concentration will be on selling, upselling and cross selling. Delegate numbers will be limited to allow an environment where learning can be maximised. We use a combination of several different learning methods but strongly place emphasis on role-play reinforcement of real life situations (see box below) based on products and services relevant to the trainee's organisation. Each of the trainees will be expected to demonstrate their knowledge and understanding of the skills discussed. This will give them confidence, motivation and above all else, the success you and your sales team desire and require.



Programme content:

- Introduction and goals for the day
- Perfecting language / listening skills
- Structuring each call approach / Time management skills
- How to set focused goals for each call
- How to use Questions that count / establishing needs & wants
- How to handle client objections and be assertive in the process
- How to deal with irate customers and complaints
- How to communicate, influence and persuade with confidence
- Call follow up activity
- The secrets to good relationship building with customers



Case study analysis

The best way for people to learn is to take part in and observe others in active role play simulations. A standard case study master worksheet is given to clients to complete in advance of any training and we incorporate these case studies into the programme. It is great to mix the “theory” and the “practice” in this way. The goal of the role plays is to examine:

- The structure of the call (The opening, the middle and the end)
- The words and phrases used (identifying the best vocabulary to use)
- How to handle difficult situations or people and
- How to gain commitment at the end of the call

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Telephone Customer Service Skills – Objective of the programme

Most organisations talk to their market every day on the telephone. Yet work pressure, time constraints and poor habits often leave them presenting an image that is less than ideal. The objective of this Telephone Service programme is to create an awareness of the importance of service to the customer and how best to offer or present it. Research findings will be reviewed and best practice identified. The programme will focus attention on the importance of effective communications in building rapport and good relationships with customers or prospects on the telephone. We will review the use of questions in the process and the influence of voice, speech and language.

The programme will be highly participative in that each of the trainees will be expected to demonstrate their knowledge and understanding of the skills discussed. This will give them confidence, motivation and above all else, the success you and your team desire and require.

Programme content:

- Projecting a professional image
- How to build rapport and use voice presentation skills.
- Customer service best practice
- Call planning and follow up

- Active listening techniques – how to develop 20/20 hearing
- Questioning and summarising skills
- How to direct calls and not leave the customer waiting
- Time management on the telephone

- Handling complaints and difficult customers
- Managing different personality types and behaviour
- Recovery strategies
- The psychology of success – 4 steps to follow



**Customer
Service**

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Debt collection telephone Skills – Objective of the programme

Today's business and economic climate presents enormous challenges to any finance department. Staff are under increasing pressure to cut costs, streamline processes, detect and stop fraud and improve efficiency whilst also helping to improve customer relations. Further demands for speed, security, accuracy and reliability are responsible for really turning up the pressure. This Workshop is designed for those in telephone-based credit control and debt collection roles, who wish to develop their skills, assertiveness and self-confidence. The workshop offers the opportunity to practice techniques that will help deliver positive outcomes. It will focus attention on the importance of effective communications in building rapport and good relationships with customers on the telephone, in particular the use of questions in the process and the influence of voice, speech and language.

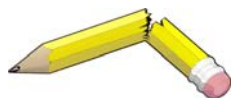
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Programme content:

- Where are we now – SWOT analysis
- Experiences to date – worst case examples
- How to set focused goals for each call
- Managing the contact effectively to minimise bad debts

- How to use questions that count / establishing needs & wants
- Implementing good practice to meet your collection targets
- Case studies
- Assertive, persuasive telephone skills – dealing with objections

- Where to from here



Case study analysis

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Course presenter

Dermot McConkey FSII, MIITD

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and training consultancy. He is a Fellow of the Sales Institute of Ireland, a Member of the Irish Institute of Training and Development and a Member of the Irish Management Institute. His company's clients include most of the major Irish Banks, Building Societies & Insurance Companies as well as companies in the Manufacturing, Building, Hotel and Service Industries. Dermot has worked as a direct salesman, Regional Sales Manager, Sales Manager, Marketing Manager and Sales Training Manager, mainly in the financial services sector. He has over thirty years sales experience.

Dermot has a reputation for being a highly motivational, popular trainer where his fast paced delivery of the psychology of success is key to every programme he facilitates. He uses practical solutions to problem solving and has the ability to get people to believe in his ideas and business models. He helps individuals and companies recognise and realise their potential while also assisting them in coping and dealing with obstacles / challenges along the way.

Dermot speaks to over 3,000 business professionals each year on business development, sales and sales management issues. He produced his first book – “**Onwards and Upwards In Words**” in 2001 and launched an inter-active sales development, software supported, training programme called **Go sell whatever you want to sell** in 2002. He has spoken at International Conventions and meetings in Ireland, the USA, Malta, Cyprus, Scotland and England. Dermot was Training Manager in Prudential Life of Ireland when they won the first ever award to the financial services area, a Regional FAS Award, for the quality of training and development. He is one of only nine Irish people ever to be awarded the Life Insurance Association's (UK & Ireland) Outstanding Service Award.

He is a contributor of articles to various national newspapers and magazines and websites as well as the Professional Magazine on sales and marketing matters and the Sales Institute of Ireland's monthly magazine. He has lectured on Negotiation Skills for the Dublin Institute of Technology and the Cork Institute of Technology on their **Diploma in Professional Selling** course, for the Sales Institute of Ireland. He regularly runs courses for the Sales Institute of Ireland.





The Cost:

€1,700* - VAT Exempt for all programmes

Price includes:

- Delivery by a Senior Consultant
- Telephone recording equipment
- Customised graphic presentations
- DVD Video Projection
- Test Questionnaires throughout the programme
- Guideline Handouts
- Quiz and prizes
- Course materials

For more information, contact us at:



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Dermot McConkey
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*If things do not change,
they are sure to stay the same!*

*Staying the same will not be good enough
to not only survive, but thrive in the future!*

...Dermot McConkey

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