



Work Area 3 Communication and social, telephone handling, code of conduct, equal opportunities and relations

2.5 USE TELPHONE TECHNIQUES EFFECTIVELY

- **LO008: Demonstrate ability to recall the main principles of effective telephone communication and demonstrate competence in applying these principles in a clear and effective way.**



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Module Details

Work Area Code:	3
Work area title:	Communication and social, telephone handling, code of conduct, equal opportunities and relations
Unit Code:	2.5
Unit Title:	USE OF TELEPHONE TECHNIQUES EFFECTIVELY
Learning Outcomes Nos:	LO008
Learning Outcomes titles:	<ul style="list-style-type: none">Demonstrate ability to recall the main principles of effective telephone communication and demonstrate competence in applying these principles in a clear and effective way.
Recommended Duration:	6 hours
Trainer:	

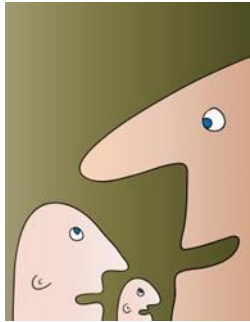


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Different types of communication



Face to Face



Telephone



SMS



Emails @



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Telephone communication is important!

Long Distances

Traffic

Globalization

Living in the fast lane



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Advantages and limitations of telephone communication



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Advantages and Disadvantages

- It is a necessary tool of the modern working life
- Appearance does not matter when communicating through the telephone
- Improvement of the linguistic expressions is necessary to communicate effectively through the phone
- No visual interaction between the users
- You can not see the other person's body language. That is why sometimes we misinterpret the things we listen (however, people can actually hear the body language)

Identify reasons for which you speak on the telephone

- With whom do you speak often?
- The reason?
- % of the daily use?

NAME	WHO	THE REASON	% OF THE DAILY USE



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Effectiveness during a telephone call

- Try to answer the following questions (group exercise)

- Who we represent?
- To whom?
- What is our strength as a company/ organization?
- What do the customers need?
- What is the meaning of a loyal customer? When do customers become loyal?
- How we can keep customers satisfied?

Who we represent ?	
To whom?	
Our strength?	
Customer needs?	
Loyal customer?	
How can we keep customers satisfied ?	

A 'wrong' conversation



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Telephone communication in the workplace

- **Answer**
 - Incoming calls
 - Internal
- **Dealing with**
 - Demanding customers
 - Speak in an effective way
- **Develop the existing communication**



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The structure of a telephone call

1. Introduction
2. Main subject
3. Closing



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•INTRODUCTIONS

–The proper way to speak

- MMC Good morning!
- This is Fanis speaking.

Give the impression to the caller that he is welcome to call again and again.

– Discover the inner desires or needs

- How can I help you?



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Introduction - incoming calls

- 4 rings
- The person who picks up the phone at that time is the most important person of the organisation
- Introductions
- Ensure that the moment is appropriate for the other person



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• INTRODUCTIONS

- Introduce yourself:
 - “Good evening Sir. My name is Fanis I am calling from MMC”
- Make the reason you call clear during the first seconds
 - “ I am calling to ask for information about your travel offers.”
- Be clear, calm and positive



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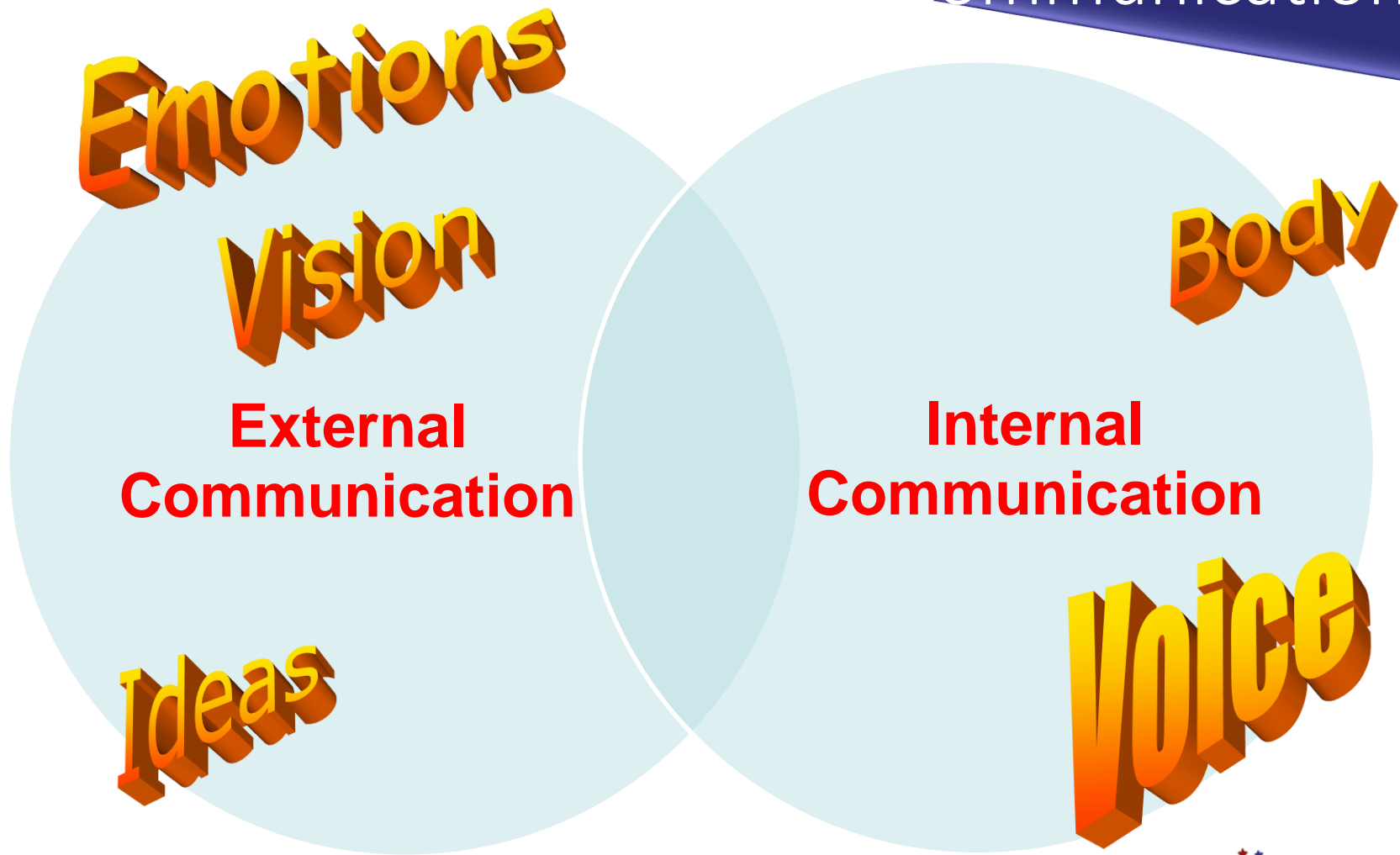


The main body of the telephone call

- Discover needs of the caller
OR
- Identify the reason you are calling
- **MAIN PART OF THE PHONE CALL MUST RELATE TO THE OBJECTIVES OF THE PHONE CALL**
 - Objectives should be SMART



Internal and external communication

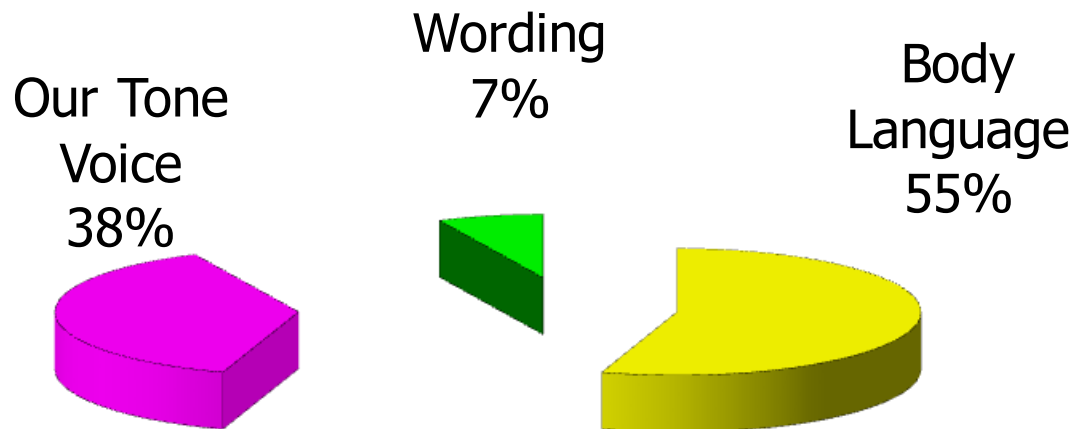


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How we receive information



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Tone → What and how we say it

- The tone of voice and the way we say something
- The words we use
- Using 'pictures'
 - Body Language



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Our voice - The tone of our voice

- **When we meet someone:**
 - natural, soft, friendly → trying to built trust
- **When we make an argument:**
 - positive, energetic, and stable voice tone
- **During a conflict:**
 - calm → makes someone co-operative
 - energetic, positive, warm and calm
- **Closing a conversation/presentation:**
 - energetic, positive, calm and relaxed.



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- **Intensity**
 - strong, low
- **Tone**
 - high, low, aggressive, defensive, derogatory, apologetic, etc.
- **Rhythm**
 - Taking into account the punctuation
- **Tint**
 - soft, hard, emotional, metal, etc.
- **Speed**
 - slow, fast, medium



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Characteristics of our voice

- **Attitude**
 - strong, weak, unconscious, plain etc.
- **Emphasis**
 - emphasis on specific words
- **Intention**
 - voice reveals whether or not you want to say what it is you are saying



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Use your voice in order to exceed customer expectations

- Adjust the intensity of your voice.
- Place emphasis on the important words or phrases.
- Use punctuation marks. We write them because we should use them.
- Make the other feel equal. Do not use an aggressive or a defensive tone.



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Use your voice in order to exceed customer expectations

- Speak clearly.
- Speak in a convincing way.
- Be lively. Ensure that you maintain the interest of the person you communicate with.



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- Human communication consists mostly of gestures, body language, positions and distances!

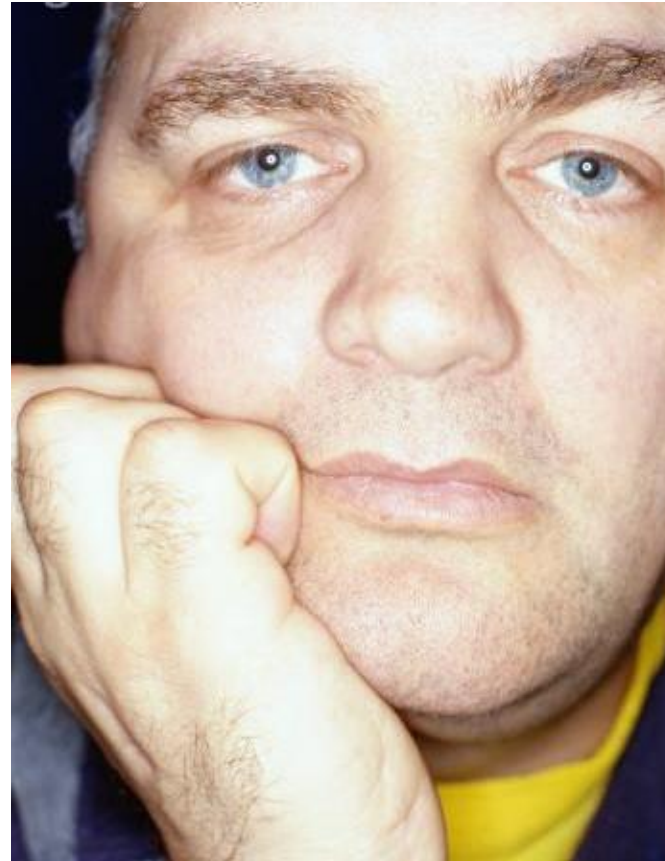
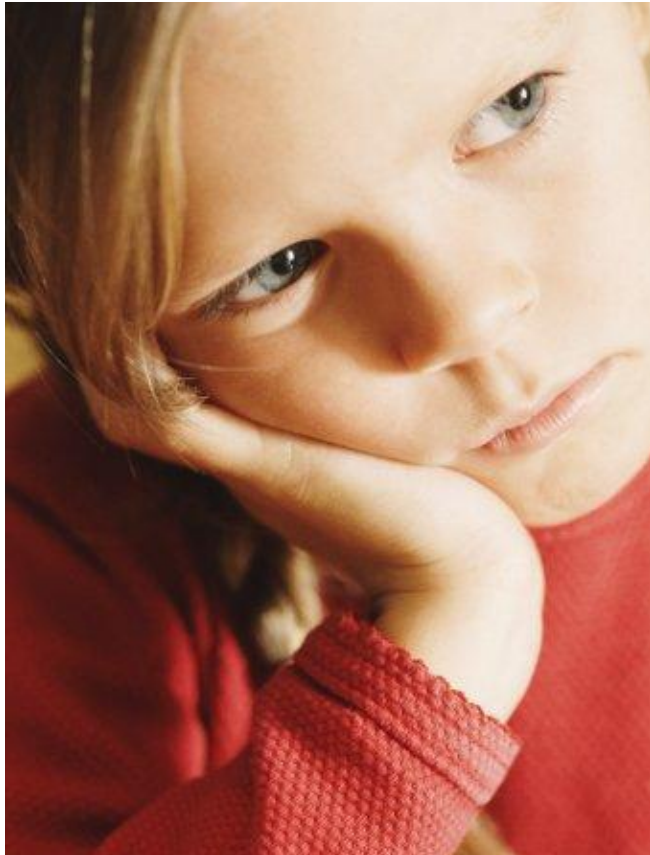


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Non-verbal communication



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Non-verbal communication



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Non-verbal communication



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Non-verbal communication



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Is body language important in telephone communication?

- Vital for face to face communication
- When you communicate through the telephone you cannot see the body language **but you can definitely hear it**



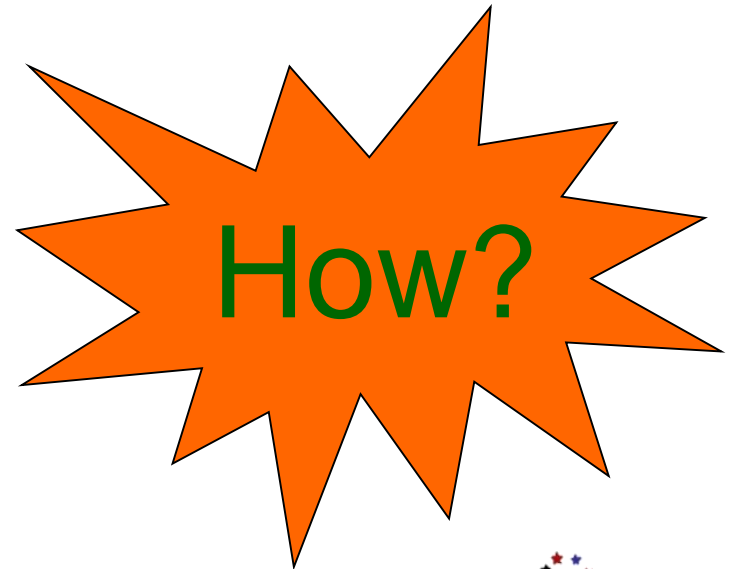
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Body Language and Telephone Communication

- Have you ever felt, while on the telephone, that the interlocutor smiles, even if you cannot see them?
- Have you ever felt that the interlocutor ignores you and is not trying to cooperate and help you?



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Body Language and Telephone Communication

- **Tips when you handle the phone**
 - Seat comfortable and speak normally. Think that the other party (interlocutor/ customer) is in front of you
 - Do not lean while you speak
 - Do not have a negative body language during the communication
 - Do not spin around in your chair



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- Group exercise



Oral Exercise



WHAT?



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- Reflect our values, our strengths, our personality and of course our ideology.
- Reflect our know-how, our skills, our inspiration, our educational background.

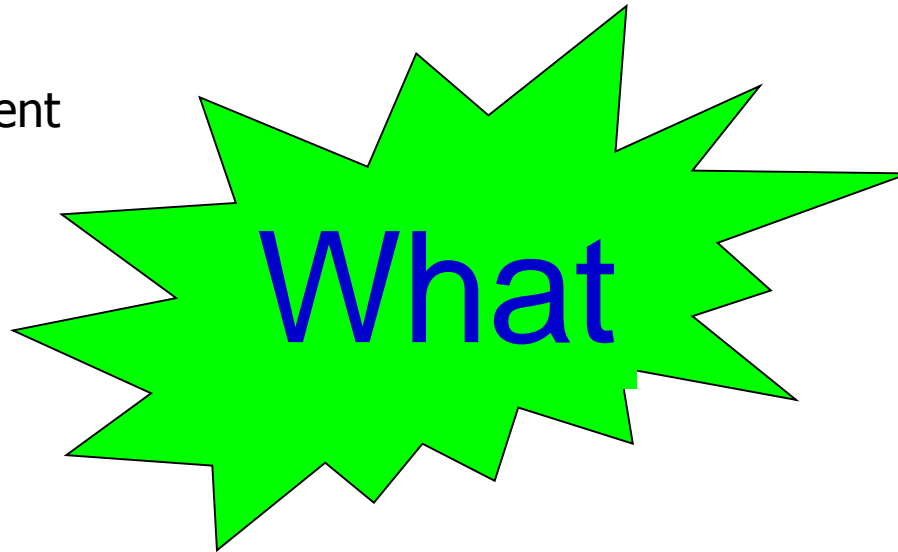


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- Effective
- Secure
- Helpful
- Unique
- Practical
- Investment
- Personal
- Quality



- Useful
- Immediate
- Reliable
- Unlimited
- Proven
- Personalised
- Guarantee
- Profitable
- Reduced



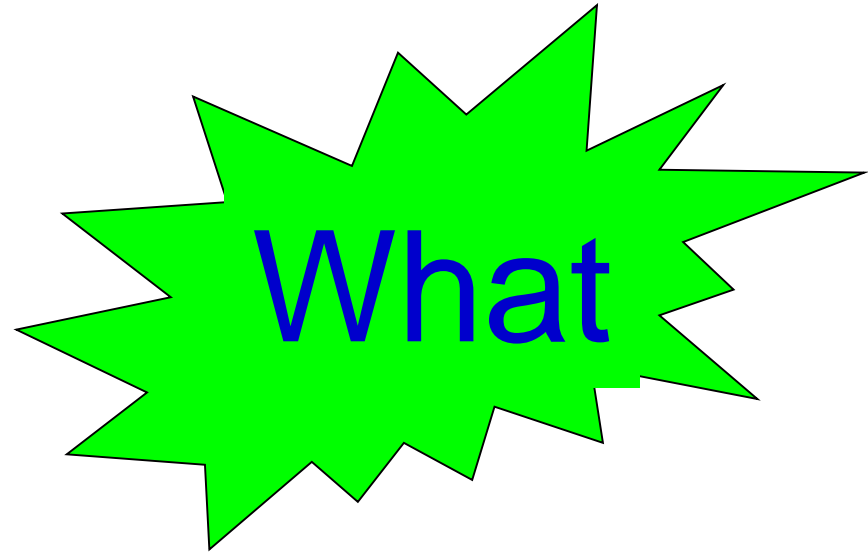
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Avoid the following types of words during communication

- A) Negative words
- B) Aggressive words
- C) Doubtful words
- D) Meaningless words
- E) Cliché words
- F) Technical words



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Negative and Positive Expressions

Negative Expressions	Positive Expressions
I cannot help you	Hold the line please
You cannot participate in this program	I would like to offer you some alternatives
We cannot schedule an appointment	We can arrange an appointment for tomorrow
This is a problem	I am afraid this is an issue

What



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1. Listen
2. Read
3. Improve your expression
4. Add new words in your vocabulary
5. Get rid of improper words that do not help during your daily communication
6. Avoid cliché words



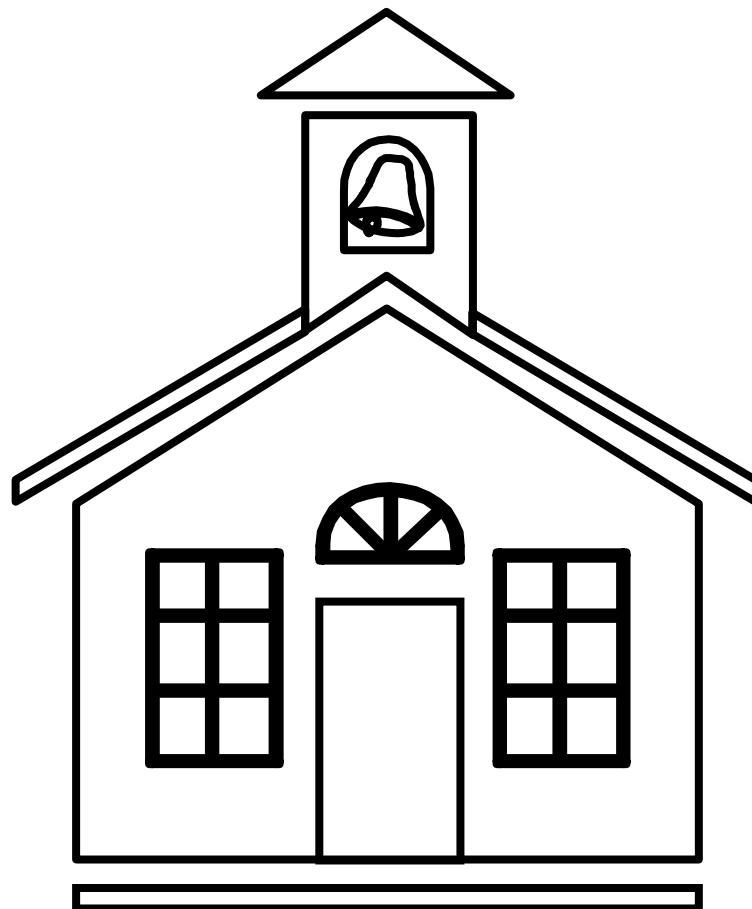
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- If the line is occupied you need to inform the caller properly:

“Thank you for waiting on the line Sir/ Madam. Mr Williams is not available at the moment. Would you like to call later?”



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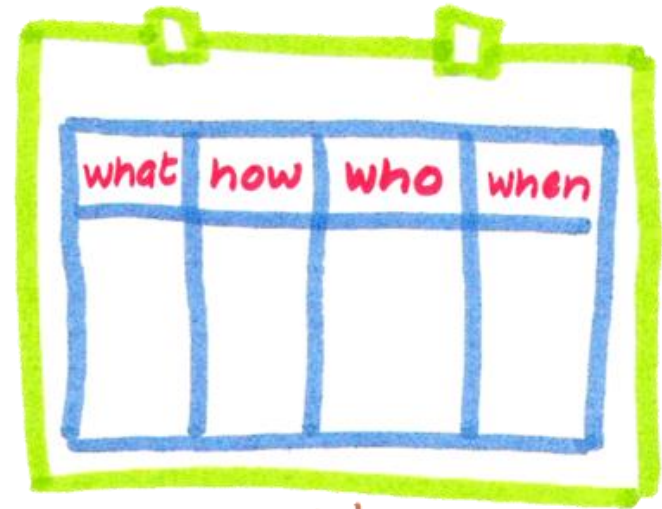


- Techniques of effective telephone communication through voice mails:
 - Preparation before you pick up the handset
 - Time of the call
 - Phone number
 - Others (what is the message)



Completing the telephone call

- Are the objectives met?
- Is there an action plan?
 - If so, summarise the action plan
 - ...and thank the other person for the telephone call



action
plan



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- **Scenario No1:**
 - A customer calls to request information about our new products.
- **Scenario No2:**
 - You work as a receptionist in a hotel. An angry customer calls and complains that 'there is no hot water in the room'.
- **Scenario No3:**
 - We call one of our customers to inform about his/ her credit balance.



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- Develop a template for phone messages:
 - Include name of the caller
 - Name of the person the message is for
 - Topic
 - Time and date
- REMEMBER:
 - Phone calls are confidential information
 - Message content should not be disclosed to anyone other than the recipient
 - Info of the caller is also confidential and should not be disclosed or disposed to anyone!

Methodological tool



Hold the line!

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- **Review Question 1**
 - Recall the main principles of effective telephone communication relating to the structure of the phone call, the tone of voice, the use of appropriate words etc.
- **Review Question 2**
 - Explain the advantages and limitations of telephone communication.
- **Review Question 3**
 - Identify and describe different stages involved in telephone (incoming and outgoing) and techniques that should be used in each of them.
- **Review Question 4**
 - Identify positive and negative words and phrases.
- **Review Question 5**
 - Identify strategies for improving your vocabulary.
- **Review Question 6**
 - Explain why body language is important in communication over the phone
- **Review Question 7**
 - Describe key information you should take when taking a phone message
- **Review Question 8**
 - Describe how information could affect confidentiality and security and how to handle these issues and list relevant examples



- Key Point 1

- Non verbal signs are more important than verbal ones even in telephone communication

- Key Point 2

- We have to be aware of our verbal communication, words, expressions, etc. as well as of our non verbal communication when on the phone, especially tone of voice, smiling attitude, etc.



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Well Done!

You have completed this unit



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