



RECEPTION & TELEPHONE ETIQUETTE

Introduction

Research indicates that it takes a few seconds for a customer to judge a business, based on the manner in which service is received. Reception & Telephone Etiquette is therefore important in any business who wishes to communicate the customers' value.

The manner in which a receptionist receives a potential or existing customer, can be the determining factor as to whether that customer would like to engage further with the business or not.

Unfortunately, not everyone are born with these skills but they can be achieved through the correct training. This 1 day programme highlights the critical steps involved in making a customer feel valued, not just be creating positive first impressions but more importantly how to make them lasting impressions. It also allows delegates to be aware of any irritators that could hinder the delivery of professional service.

Benefits:

Call Handling

Engage Customers
to communicate
value

Mindset Change

Positive
vocabulary

Lasting
Impressions

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Ngage
Training
Enhancing Engagement for Performance

COURSE OUTLINE

Target Audience:

Public and Private Sectors: Receptionists, PA's, Switchboard Operators and anyone else who answers the telephone within a business – this includes security who may answer after hours – often something which many businesses ignore.

Content

- **First Impressions**

- Benefits
- Workspace neatness & cleanliness
- The greeting
- The power of a smile

- **Speaking Professionally**

- Simple steps for articulation
- Grammar, pronunciation & language usage

- **Positive attitude**

- “I don't know” vs “Let me see what I can do”
- Building rapport

- **Compliance**

- What information can or can't be shared

- **Handling of calls**

- Correct Message taking
- Transferring of Calls
- Understanding technology

- **Engaging with Customers**

- How to professionally handle difficult customers
- How to handle emergency situations
- Understanding customers – verbal & nonverbal cues
- Listening Techniques
- Organisational Understanding

- **Lasting Impressions - Closing**

- How to end calls/conversations professionally

Learning Methodology

- ✓ PowerPoint Presentation
- ✓ Facilitator Led-Discussions
- ✓ Group Discussions
- ✓ Individual and Group Activities
- ✓ Videos

Course Outcomes

- ✓ *Delegates will understand the importance of first impressions & lasting impressions*
- ✓ *Communicate customer value by building rapport so that customers don't just like another number*
- ✓ *Be mindful of and eliminate verbal irritators or other bad habits that hinder professional service*
- ✓ *Correct and meaningful use of positive vocabulary that demonstrates a willingness to help*
- ✓ *Know how to deal with a Dawn Raid*
- ✓ *Understand what information may or may not be shared*
- ✓ *Handle calls professionally – avoid blind transfers, putting callers on hold – the do's and don'ts*

Course Fee: R2300 per delegate

The person who answers the phone or receives customers at reception, represents your brand. They are the face/voice of the company. They're not just there to answer the phone. The role of the receptionist has evolved. There are specific qualities that a receptionist should have in order to engage with customers or potential customers.

The level of professionalism with proper etiquette will allow customers to leave with a favourable impression of your business. This can't be achieved if the receptionist projects unhealthy internal feelings, outward in his or her behavior. This course equips delegates on how to project a professional image and willingness to assist, regardless of other distractions.

It's mind altering, it instills passion for this role, making delegates excited and enthusiastic to provide service with an exceptional positive difference.

“You never get a second chance to make a first impression”

Will Rogers