

# Telephone Skills For The Professional

**Your staff  
will learn the  
professional  
way to:**

- Handle high call volume
- Use proper etiquette
- Calm angry & upset customers
- Project a positive "phone identity"
- Answer questions and solve problems
- Win back people that have been mishandled
- Stay motivated call after call



**Half Day Seminar Only**

**\$79**

**Enroll Today!**

• 800-334-6780

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**Choose morning or afternoon session**

...or split your staff between the morning and afternoon sessions. Train all your telephone professionals — and still keep the phones covered.

# Seminar content

## What voice will speak for your business?

*The voice of the people handling your telephones—they speak for your company all day long. To your clients, your customers, your suppliers...everyone.*

*There's a huge reason why they should be among the best-trained people in your company.*

*And that's the reason ASE Corporation offers this training, in a convenient and affordable way—giving everyone who speaks for your company on the phone the skills they need.*

*This brochure shows how this training can help your organization succeed and prosper. To register, see the back cover.*

## Who should attend this seminar?

*What we cover in this seminar is critical to the success of:*

- Receptionists
- Sales Professionals
- Secretaries
- Customer Service Representatives
- Office Managers
- Staff of Small or Home Based Businesses

*This is a worthwhile half-day investment for ANYONE who spends a considerable amount of time on the phone.*



## Make every call more positive and productive

### Handle high call volume

Do you sense your staff feeling overwhelmed at times? We'll help them understand the latest techniques for controlling calls, including managing multiple

customers on hold...ways to control and direct calls with finesse...and many ways to save time, while maintaining excellent service.

### We'll cover:

- 4 methods to save time on most calls—
  - Taking charge of call by using "active greetings"
  - A fast way to zero in on what someone wants
  - Getting talkative people to "get to the point" without offending them
- 3 tactful ways to bring a conversation to a close
- Ways to minimize "phone tag"
- Ways to utilize voice mail and faxes to eliminate unnecessary calls

### Use proper etiquette

We'll show how saying "Let me put you on hold"... "I'll call you back"...or even "I'm sorry" can work against you. Our seminar teaches the very latest principles of phone etiquette, which contributes to superior customer service...and more sales.

### We'll explain:

- The best way to ask for a customer's name
- The best way to screen callers
- The 4 rules to leaving messages
- Putting your customers on hold—what to say, what not to say, how to check back, and alternatives to holding
- Transferring calls—when to transfer, and when not to, when and how to be a "verbal escort"

## ***Calming angry & upset customers***

Certainly the toughest part of the job. We'll teach them an eight-step method proven to satisfy over-demanding and angry customers. They'll use—and appreciate—these new skills possibly more than any others taught at this seminar.

### **We'll cover how to:**

- Listen & empathize
- Find a positive resolution
- Recover people that have been mishandled
- Ways to work positively with a hard-to-understand caller

### **We'll also explain:**

- The 5 reasons people complain
- Specific scripts for handling the most challenging callers

## ***Project a positive "phone identity"***

We all know people do business with people they like. Which is why everyone who speaks to your customers on the phone needs this training. Attendees will be well equipped to project your organization's image of caring and efficient service.



# You'll be in great company

*Top companies that  
have been trained by ASE*

*Abbott Diagnostics  
Abbott Laboratories  
Apple Computer  
Bank One  
Basicomputer Corporation  
Baxter  
Chicago Cubs  
Chrysler Corporation  
Cintas  
Cleveland Cavaliers  
Computer Associates  
Compaq Computers  
Deloitte Touche  
EduQuest  
Eli Lilly  
Honda North America  
Future Now Corporation  
General Electric  
G.E. Aircraft Engines  
General Motors  
Hewlett Packard  
Huntington National Bank  
IBM  
The Limited  
Marian Merrell Dow  
Mead International  
Merrill Lynch  
Microsoft  
National City Bank  
Nationwide  
NCR  
Novell  
Prestin Financial  
Playtex  
Proctor & Gamble  
Quantum Chemical  
Reynolds & Reynolds  
United Parcel Service  
Xerox*

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## **800-334-6780**

### **Guaranteed Results!**

If you are not completely satisfied, we will refund your tuition in full, at any time, no questions asked.