

## PROFESSIONAL TELEPHONE SKILLS

### INTRODUCTION

The telephone is one of the most common and important channels of modern communication. But, unlike face-to-face communication, communication over the phone does not reveal facial expressions, gestures, posture, or other non-verbal cues. The only way to determine meanings and feelings on the phone is through the caller's tone of voice and the content of what is said. And, the way it is conducted may reflect the image or the impression you portray about yourself and your organisation.

### COURSE CONTENTS

- The Telephone & Corporate Image
  - \* The Impacts of the Telephone & The Roles of the Telephone in Business
- Effective Communication & Listening Skills Over The Telephone
  - \* Definition of Communication, Communication Process & Barriers
  - \* Emphatic Listening – Powerful Techniques to Enhance Communication and Listening Skills
  - \* Positive Attitude & Voice Quality - How to Sound Confident and Helpful
- Taking Calls Professionally
  - \* Receiving and Answering Calls: Basic Etiquette
  - \* Establishing the Caller's Needs
  - \* Transferring Calls & Leaving the Line
- Making Outgoing Calls Professionally
  - \* Before Calling – Planning, Getting Prepared and Organised
  - \* When Call is Successful – The Right Way to Introduce Yourself and State the Purpose of Your Call
  - \* Concluding Calls Politely & Thankfully
- Handling Problems, Upset Callers & Difficult Customers
  - \* Handling Complaints and Demanding Callers - Maintaining a Positive Approach
  - \* Resolving Problems , Keeping Cool under Stressful Situations

### WHO SHOULD ATTEND

This Professional Telephone Skills course is designed to equip course participants who have frequent contacts with customers with the necessary skills on how to communicate in a confident, efficient, friendly, and professional manner over the telephone.

### RESOURCE PERSON

Encik **Taidin Suhaimin** is a graduate in Management Sciences with Marketing major from Lancaster University, United Kingdom, Diploma in Public Administration and Certificate in Executive Development from UiTM (MARA University of Technology, Malaysia). He has more than 28 years of experience with over 16 years of practice as a professional trainer, speaker and consultant since 1993. From 1980 to 1992, he served with Yayasan Sabah (a leading statutory body in Sabah, Malaysia) on various capacities in educational development fields. In 1993, he founded his own training and development firm (UMGC) and ever since, thousands of individuals from more than 150 organizations in Malaysia, Brunei and Singapore benefited from his learning & training programs.

#### Duration

2 days

#### SSTC Member

RM 689.00

#### Non SSTC Member

RM 742.00

#### SME

#### Training Grant

RM 222.60

\*all rates are inclusive  
of 6% GST

For more information or registration, contact:

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