

Telephone behaviour

The rules of effective communication



A Video Arts production
featuring John Cleese, Chris Langham
and Rebecca Front.

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Published in 2000 by Video Arts Group, trading as Video Arts Limited

Tel: 020 7637 7288 Fax: 020 7580 8103

email: info@videoarts.co.uk

Sales tel: 0845 601 2531

Visit our website at: www.videoarts.com

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Written by: Paul Sitkowski

Editor: Pat Mitchell, Mitchell Management Training

Designed by: Design Revolution, Brighton

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Titles in this series:

An inside job: meeting internal customer needs
Building the perfect team: Belbin's Team Role Theory in action
Can you spare a moment?: the counselling interview
Demanding customers: customer care made perfect
Does the team work?: improving effectiveness through teamwork
How to lose customers without really trying: keeping the customer satisfied
I wasn't prepared for that: overcoming the fear of making presentations
I'd like a word with you: the discipline interview
If looks could kill: the power of behaviour
It's your choice: selection skills for managers
Meetings, bloody meetings: making meetings more productive
More bloody meetings: the people side of meetings
Negotiating - tying the knot: a skill for life
No complaints?: complaints and the customer
On the receiving end: making call centres more effective
Performance matters: the importance of praise
Performance matters: the need for constructive criticism
Project management: leading a project team
Report writing: the art of writing a good report
Selecting the perfect team: utilising internal and external resources
Sell it to me!, parts 1 & 2: essential skills for all salespeople
Straight talking: the art of assertiveness
Talking to the team: how to run a team meeting
Team spirit?: how to be an effective team member
Telephone behaviour: the rules of effective communication
The balance sheet barrier: the basics of business finance
The best of motives, parts 1 & 2: informing and involving
The dreaded appraisal: both sides of the appraisal interview
The grapevine: communicating in a world of change
The helping hand: coaching skills for managers
The paper chase: cutting back on paperwork
The unorganised manager, parts 1 & 2: damnation and salvation
The unorganised manager, part 3: divine intervention
Who sold you this, then?: effective after-sales service
You'll soon get the hang of it: the techniques of one-to-one training

Contents

4-5 Video-based training from Video Arts

6-8 Introduction

9-11 What the pack contains

12-25 Course leader's guide

GTW-1-GTW-9 Group training workbook*

SSW-1-SSW-21 Self-study workbook*

OHP-1-OHP-10 Presentation 'slides'/OHPs*

Certificate*

*Copies of these resources are available on the enclosed computer disks to allow you to customise them to your specific requirements and to print the required number of copies from the master for the sole purpose of the training envisaged by the programme, and not for any commercial purpose.

Video-based training from Video Arts



Congratulations on choosing **Telephone behaviour** from Video Arts to help develop the skills in your organisation. Video Arts is recognised as the world leader in video-based training, with over 30 years' experience in staff development. With more than 250 programmes on video and e-learning/on-line covering all the essential skills of business, you can remain confident that training with Video Arts is the most effective way to improve the skillset of the people within your organisation.



John Cleese helps manager Barbara Smith (Rebecca Front) get to grips with telephone techniques.

Why train?

Train hard, fight easy - Marshal Zhukov

These days, it is difficult for organisations to become successful and stay that way. The pace of change is faster, competition is tougher, customers are more demanding, innovation is more prized, but harder to achieve.

Part of the response has been to create leaner, flatter, more flexible structures, but structures don't run organisations and create success, people do - intelligent people, energetic people, reliable people and, most of all, people with the right mix of up-to-date knowledge and skills.

That means people who are trained, not for a lifetime's work, not just once in a while, but as a central, continuing part of their working lives.

Why use video-based training?

Video is familiar. Television is how most people find out what is going on in the world. It is not surprising that this is a medium they are comfortable to learn from when they are being trained.

Video makes demonstration easy. We can show situations being handled badly. We can contrast that with how to handle them well.

Video is flexible. It can be the cornerstone of a course run for a group by a specialist trainer. It can quickly provide simple, clear lessons for a team whenever it is convenient for them. It can bring interest and enlightenment to a self-study programme.

Video injects realism. It lets us present those being trained with emotional, as well as rational, problems to solve. Ask a group '*how would you deal with an angry customer?*' and you will get a tidy, textbook answer. Use video to confront them with an angry customer and you will get a much more realistic reaction.

Video provides variety. Different people learn in different ways and none of us have an infinite attention span. Video provides us with a powerful means of injecting variety into our training.

Why use Video Arts' programmes?

Winston Churchill once said that he loved to learn, but hated being taught.

That is the secret of successful training: how to help people who want to learn. We do it by combining:

A storehouse of professional knowledge and expertise, developed over 25 years and drawing on some of the best minds in the business.

The highest possible production values, both in the videos we produce and in the support material that goes with them.

The magic ingredient - humour - which can make a delight of the dullest subject.

Introduction

The telephone is an instrument of great power, and yet we often overlook its strengths, and also some of its weaknesses, due to its familiarity. It is such a commonplace technology that we take it for granted, but there is still no other communications medium that provides such a direct and immediate route into the home or workplace.

Everybody in the organisation has to develop and learn the essential skills of good telephone behaviour – in the call centre team or in management, as a receptionist or on a technical help desk, in the boilerhouse or the boardroom. As far as the telephone is concerned, we are all in the front line, no matter where we work in the organisation.

Because of the lack of visual communication, telephones dictate their own ways of doing things. The techniques that work in face-to-face meetings do not succeed on the phone. We all have experience of the telephone conversation that seems awkward, unsatisfactory or just rude, not because the caller means it to be that way, but because they have not had the necessary training. The familiar visual clues are missing and not compensated for by other non-visual ones.

Good telephone practice is therefore essential for today's organisations. There are few other areas at work where the bad and good can be so easily distinguished, and also where it is relatively simple to learn what is good practice. The **Telephone behaviour** programme will help you do so.

Objectives

Those who work their way through the **Telephone behaviour** training programme will be able to:

- Identify specific examples of bad telephone behaviour
- Learn how to apply three fundamental principles of good telephone behaviour
- Learn how to use voicemail
- Devise an Action plan to improve their ability to use the telephone effectively

Using Telephone behaviour

- **Dual use.** The programme can be used either as a conventional training course with a small group, or for self study by individuals. The pack contains guidance and appropriate materials for each use
- **Resources on disk.** Most of the support materials, such as OHPs and the workbooks, are supplied on disk. This makes it easy for you to customise them to your specific requirements and allows you to print as many copies as you need for group or individual use

The target audience

The programme is designed for everyone who works at any level in an organisation, particularly people who may come into telephone contact with those on whom the organisation's work and reputation depend, such as customers and suppliers.

Eight to twelve is the ideal group size.

The course leader

You do not have to be a professional trainer to lead a group through the programme. Line managers will be able to deliver this course on **Telephone behaviour** with confidence by using the materials and detailed guidance provided.

Further resources

Other titles available from Video Arts which will help you improve telephone skills in your organisation include:

- **Call to order** Poor telephone behaviour by staff who use the phone to sell doesn't just create a bad impression - it loses business. This programme demonstrates how to make effective, professional sales calls
- **Making incoming calls count** Whether you are in the private or public sector, how you deal with incoming calls affects the success of your organisation. This Melrose programme shows how to make every incoming call count
- **On the receiving end** This programme focuses on the skills needed by call centre staff
- **Phone fundamentals** This interactive programme is an entertaining and involving look at telephone skills in the workplace. It is ideally suited to those new to the business telephone or in need of a refresher
- **Telephone techniques** This is one of a series of Self-development workbooks from Video Arts
- **The complete telesales training kit** This is one of Melrose's major training kits. It provides the trainer with a complete range of resources to cover every aspect of telesales
- **The telephone skills pocketbook** and **The telesales pocketbook** These are from the hugely successful Management Pocketbook series

What the pack contains

The Telephone behaviour video

Telephone behaviour is about a manager, Barbara, who has been asked to make a short video on how to use the phone. Unfortunately her technique is precisely the opposite of what it ought to be.

John Cleese steps in and shows her the error of her ways, using a series of flashbacks to illustrate the effects of poor telephone technique in the calls she both makes and receives.

John shows Barbara how to begin the call with a verbal handshake, how to control the call and how to close it. Finally he explains that the same principles apply to the use of voicemail.

Course leader's guide

- An outline of a half-day programme
- How to prepare the programme
- A detailed session plan. This tells the course leader precisely what to do and which resources to use in each session of the programme

Group training workbook

This workbook allows those taking part in a group training course to record the conclusions they reach during the various sessions and the actions they propose to take as a result of the course. The workbook is supplied on computer disk.

It also contains a copy of the course objectives and programme and a set of notes which summarise the main points of **Telephone behaviour**.

Self-study workbook

This workbook, which is supplied on computer disk, contains detailed instructions which enable individuals to work systematically through the programme. Users are prompted to record their answers to questions about what they have seen and to produce an Action plan.

The workbook also contains a set of notes which summarise the main points from **Telephone behaviour**.

Links to NVQs

Both workbooks contain a checklist of material which those who have taken part in the programme should collect, such as preparation and summary notes from typical phone calls. These will form a portfolio of evidence which they can use to support a claim for competence in elements of NVQs.

Presentation 'slides'/OHPs

These are master copies supplied in Microsoft® PowerPoint® on computer disk for printing onto acetate or for use as a computer-driven 'slide' show.

Certificate

One of the disks also contain a blank certificate which users can customise and issue to those who have completed the course based on **Telephone behaviour**.

Computer disks

As explained above, the computer disks contain copies of:

- Objectives and programme (Microsoft® Word®)
- Group training workbook (Microsoft® Word®)
- Self-study workbook (Microsoft® Word®)
- Presentation 'slides'/OHPs (Microsoft® PowerPoint®)
- Certificate (Microsoft Word)

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Course leader's guide

Course programme

How to prepare the programme

Session 1 Introduction

Session 2 The verbal handshake

Session 3 Controlling the call

Session 4 Closing the call; voicemail

Session 5 Action plans



Course programme

This is a suggested programme for a half-day course based on **Telephone behaviour**.

You may choose to incorporate additional sessions to cover key points specific to your organisation, or just take elements of the course and run a series of short sessions covering each aspect of **Telephone behaviour** individually.

If you would like help in facilitating this course or in adapting it to your specific requirements, call Video Arts Training Services. An experienced training consultant can advise you or, for an agreed fee, design and run a course for you.

Video Arts Training Services can be contacted at:

Video Arts Limited

Tel: 020 7637 7288

email: info@videoarts.co.uk

The programme overleaf is an outline of the course.

Each session is covered in detail later in the Course leader's guide.

Chris Langham learns that good telephone behaviour can reap rewards.



Session no.	Session content	Approx. timing
Session 1	Introduction and objectives <ul style="list-style-type: none">• Welcome and housekeeping• Objectives• Structure of the course	<i>10 mins</i>
Session 2	The verbal handshake <ul style="list-style-type: none">• Exercise• Video excerpt• Discussion	<i>50 mins</i>
Session 3	Controlling the call <ul style="list-style-type: none">• Video excerpt• Discussion• Exercises	<i>75 mins</i>
Break		<i>15 mins</i>
Session 4	Closing the call; voicemail <ul style="list-style-type: none">• Video excerpt• Discussion• Exercise	<i>55 mins</i>
Session 5	Action plans <ul style="list-style-type: none">• Video excerpt• Action plan• Course summary	<i>20 mins</i>
Total:		<i>3³/₄ hours (including break)</i>