

# *First Impression Management, Inc.*



## *Business Image on The Telephone*

First Impression Management Inc. requests that this information be used for no other purpose than the evaluation of our capabilities. Its content should not be disclosed to any parties other than those legitimately involved in the evaluation process.

# Business Image on The Telephone

**Fact:** 88 percent of your customers who stop using your services and/or products do so because of perceived employee indifference or rudeness. One of the most common ways our customers interface with employees is through the telephone. Therefore, having an understanding of telephone etiquette will make a giant difference to your customers and your profits. Your reputation for service depends on how well your staff handles incoming and outgoing calls. 86 percent of the message your customers receive on the telephone is through the tonality of the voice they hear. Only 14 percent of the message they hear are the words used. Our "Business Image on The Telephone" training helps your employees to develop and master the techniques that will enhance your company's image.

Telephone etiquette is an effective public relations tool for creating a positive telephone experience for your customers. This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, visual aids, and a proprietary workbook for each participant to take back to the workplace.

**Audience:** This program is designed for everyone who deals with customers by telephone – call center agents, customer service representatives and all customer-facing staff.

## Overview

**Manage your telephone impressions:** A caller's first impression with an organization is often over the telephone. The caller's expectations and their reality are examined.

**Enhancing telephone impressions:** How we answer a call, or how we transfer or put someone on hold creates an impression on the caller's mind. We demonstrate techniques for developing a pleasant telephone voice that will make the difference between a poor or excellent experience for the caller. We explore the positive vocabulary that creates rapport with the caller.

**Improving your listening skills:** When customers call, two of their most important needs are to be listened to and to be respected. We focus on what to do and what to avoid when we are listening to our customers to ensure we deliver to their expectations.

**Dealing with difficult customers:** We provide solid tips on how to effectively handle complaints and how to keep your customers satisfied without experiencing frustrations, or needing to escalate the issue to a higher level. We show how to diffuse situations without anger.

## Topics

We explore all the dynamics of how to make a winning first impression and maintain positive relationships on the telephone! Your staff will acquire the fundamental skills for providing excellent customer service on the telephone. Our half-day program includes the following topics.

- Understanding the customer's perception
- Techniques that create a positive first and lasting impression
- Nonverbal concerns: attitude, attention, posture, facial expressions
- Understanding how "frame of mind" can help or hinder customer excellence
- Improving your listening skills
- Selecting cheerful and appropriate greetings
- Taking ownership of the problem
- Handling customer complaint calls
- Handling difficult customers
  - Rephrase the customer's statement
  - Acknowledge the customer's feelings
  - State the company's position
  - Allow the customer choices
  - Find mutually acceptable solutions
- Handling multiple calls
- Transferring calls
- Solving communication problems
- Taking clear messages
- Using voice mail effectively
- Voice quality: pitch, inflection, courtesy, rate, enunciation, speed
- Placing customers on hold
- Taking accurate notes during the call
- Taking charge of the non-stop talkers
- How to react if the customer calls the wrong number
- Taking responsibility of the caller's problem and following through
- Empathizing with angry or distressed customers
- Using positive vocabulary
- Slang and phrases to avoid
- Creating rapport with the customers
- Remembering the golden rules
- Communicating when English is your second language

To maximize your training investment, we'll deliver our training on-site at your location – anywhere in the country or abroad. If you're interested in learning more about this workshop, or any of our other services, please call us at (888) 324-6243.

## About Us

**First Impression Management, Inc.** is nationally recognized for the quality of the customized corporate training programs it provides on Business and International Etiquette and Protocol, Business Communication, Dressing for Success, Dining Etiquette, Cross Cultural and Diversity training.

Mercedes Alfaro is President and Founder of First Impression Management, Inc. Ms. Alfaro travels throughout the United States and presents informative and up-to-date training programs to Fortune 500 companies, government agencies and Universities. As a business advisor, coach and trainer Ms. Alfaro has the practical skills and knowledge to help others create a successful business presence. Her corporate background spans more than two decades of experience working for IBM (including management, project management, customer service and training). Ms. Alfaro has traveled internationally representing IBM in European and Latin American countries.



In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro Linguistic Programming (NLP) and is an associate of the Diplomatic and Consular Academy where she does international training on International Etiquette and Protocol.

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications and has appeared as an expert etiquette advisor on various television stations including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by The New York Time, The Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution and the Miami-Herald.

### **Our Mission**

We will provide you with a creative program that inspires your employees to raise their professionalism to higher standards.

### **Our Culture**

We are flexible, innovative, easy to work with, hands-on, fast paced, detail oriented and fun loving.

### **Our promise to you**

- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry