



## Call Centre Training Course

### Foreword:

A well-trained Call Centre is the heart of any operation. Call centre employees who know how to handle the great variety of situations that present themselves with skill and professionalism will be an asset to the organisation as well as being able to profit themselves in terms of salaries and performance bonuses. Call centre training will allow the employee to enter their work area with confidence that they are equipped to answer questions and overcome objections and ultimately close the deal.

### Course Length

1-day

### Learning Outcomes

By the end of this course, participants should be able to:

- Define and understand call centre strategies
- Identify different types of buying motivations
- Create SMART Goals
- Familiarise myself with strategies that sharpen effective communication
- Use proper phone etiquette
- Set benchmarks

## Call Centre Training Course Outline

<p>Call Centre Training Course - Lesson 1 <b>Getting Started</b></p> <ul style="list-style-type: none"><li>• Pre-Assignment Review</li><li>• Workshop Objectives</li></ul>	<p>Call Centre Training Course - Lesson 2 <b>The Basics (Part I)</b></p> <ul style="list-style-type: none"><li>• Defining Buying Motives</li><li>• Establishing a Call Strategy</li><li>• Prospecting</li><li>• Qualifying</li><li>• Case Study</li></ul>
<p>Call Centre Training Course - Lesson 3 <b>The Basics (Part II)</b></p> <ul style="list-style-type: none"><li>• Getting Beyond the Gate Keeper</li><li>• Controlling the Call</li><li>• Difficult Customers</li><li>• Reporting</li></ul>	<p>Call Centre Training Course - Lesson 4 <b>Phone Etiquette</b></p> <ul style="list-style-type: none"><li>• Preparation</li><li>• Building Rapport</li><li>• Speaking Clearly- Tone of Voice</li><li>• Effective Listening</li><li>• Case Study</li></ul>

# Contract Trainers Australia

Professional Trainers supporting  
Training Departments  
Project Teams &  
Training Companies across Australia



0488 098 778

[enquiries@contracttrainers.com.au](mailto:enquiries@contracttrainers.com.au)  
[contracttrainers.com.au](http://contracttrainers.com.au)

<p>Call Centre Training Course - Lesson 5 <b>Tools</b></p> <ul style="list-style-type: none"><li>• Self-Assessments</li><li>• Utilising Sales Scripts</li><li>• Making the Script Your Own</li><li>• The Sales Dashboard</li><li>• Case Study</li></ul>	<p>Call Centre Training Course - Lesson 6 <b>Speaking Like a Star</b></p> <ul style="list-style-type: none"><li>• S= Situation</li><li>• T= Task</li><li>• A= Action</li><li>• R=Result</li><li>• Case Study</li></ul>
<p>Call Centre Training Course - Lesson 7 <b>Types of Questions</b></p> <ul style="list-style-type: none"><li>• Open Questions</li><li>• Closed Questions</li><li>• Ignorant Redirection</li><li>• Positive Redirection</li><li>• Negative Redirection</li><li>• Multiple Choice Redirection</li><li>• Case Study</li></ul>	<p>Call Centre Training Course - Lesson 8 <b>Benchmarking</b></p> <ul style="list-style-type: none"><li>• Benchmark Metrics</li><li>• Performance Breakdown</li><li>• Implementing Improvements</li><li>• Benefits</li><li>• Case Study</li></ul>
<p>Call Centre Training Course - Lesson 9 <b>Goal Setting</b></p> <ul style="list-style-type: none"><li>• The Importance of Goals</li><li>• SMART Goals</li><li>• Staying Committed</li><li>• Motivation</li><li>• Overcoming Limitations</li><li>• Case Study</li></ul>	<p>Call Centre Training Course - Lesson 10 <b>Key Steps</b></p> <ul style="list-style-type: none"><li>• Six Success Factors</li><li>• Staying Customer Focused</li><li>• The Art of Telephone Persuasion</li><li>• Telephone Selling Techniques</li><li>• Case Study</li></ul>
<p>Call Centre Training Course - Lesson 11 <b>Closing</b></p> <ul style="list-style-type: none"><li>• Knowing when it's Time to Close</li><li>• Closing Techniques</li><li>• Maintaining the Relationship</li><li>• After the Sale</li><li>• Case Study</li></ul>	<p>Call Centre Training Course - Lesson 12 <b>Wrapping Up</b></p> <ul style="list-style-type: none"><li>• Words from the Wise</li></ul>

**Call Centre Workshop** is one of the Professional Development Training Courses delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

## Web links:

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- [👉 View Public Class Schedule](#)
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