



PST TRAINING (PTY) LTD

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Telephone Skills & Etiquette

Overview

The telephone is one of the most important communication tools between a company and its clients. Used correctly, it builds trust, efficiency, and professionalism; used poorly, it damages relationships and the company's reputation.

This course develops practical telephone skills and professional etiquette to ensure every call leaves a positive impression.

Objectives

On completion of this course, delegates will be able to:

- Understand the importance of effective telephone communication.
- Apply professional call greetings as both caller and receiver.
- Project a positive image of the company during calls.
- Use appropriate and professional language during conversations.
- Speak with clarity, confidence, and an effective telephone voice.
- Take accurate and concise messages.
- Handle challenging or difficult calls with professionalism.
- Apply emotional intelligence techniques to remain calm and professional under pressure.
- Strengthen active listening and questioning skills to better meet customer needs.

Course Prerequisite

Ability to read, write and understand English

Language of Delivery

English

Delivery Methods

The course is facilitated by an experienced subject matter trainer using a combination of:

- Interactive Discussions
- Role Plays & Case Studies
- Practical Exercises
- Videos & Slide Presentations
- Games & Group Activities
- Written Questions and Feedback

Who should attend?

This course is ideal for employees in roles requiring frequent telephone communication, including:

- Receptionists & Frontline Staff
- Switchboard Operators
- Call Centre Agents
- Client Services Representatives
- Debtors & Creditors Clerks
- Administrative and Support Staff across all departments

Course Outline

This course consists of the following 5 modules

Module 1	The Foundations of Professional Telephone Etiquette • The importance of telephone communication • Making a professional first impression • Correct number of rings and response time • Characteristics that come across on the phone • Vocal quality: tone, pitch, pace, and volume • Posture and confidence when speaking • What to avoid in telephone conversations • Building rapport quickly over the phone
Module 2	Effective Communication & Listening Skills • The communication process explained • Barriers to effective communication • Active listening and responding appropriately • Asking the right questions to clarify information • Discretion and confidentiality in telephone conversations • Empathy in telephone communication: showing understanding and care

Module 3	Handling Incoming & Outgoing Calls Professionally • Step-by-step process for answering calls • Professional greeting styles and company branding • Putting callers on hold the right way • Managing misdirected calls and explaining whereabouts • Transferring calls smoothly • Making professional outgoing calls • Cost-saving telephone tips • Recording accurate messages and caller details • Voicemail and mobile phone etiquette • Using technology effectively: headsets, call systems, CRM tools
Module 4	Customer Service Excellence via Telephone • The do's and don'ts of telephone communication • Speaker phone etiquette • Avoiding "forbidden phrases" • Building customer loyalty through professional calls • Protecting and promoting the company's image • Using the phonetic alphabet to improve clarity • Creating a customer-centric mindset during calls
Module 5	Managing Difficult & High-Stress Calls • Identifying types of difficult callers • Techniques to calm irate or upset customers • Handling complaints professionally • De-escalating conflict over the phone • Ending calls on a positive and professional note • Responding appropriately to emergency calls • Stress management strategies for frontline telephone staff • Role-playing scenarios for practice with challenging situations

Additional Information

Duration	1 Day	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site / online training)	• Electronic Certificate (on successful completion of the course) • Electronic Delegate Feedback Questionnaire