



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

In the ever-evolving business world, effective communication over the telephone remains a critical skill. This 5-day professional course on "Telephone Etiquette and Call Handling Skills" is designed to equip participants with the knowledge and skills necessary to manage phone interactions with professionalism and efficiency. Participants will learn best practices, essential techniques, and how to handle challenging situations over the phone.

## Objectives

- Develop an understanding of professional telephone etiquette and its importance.
- Enhance listening and communication skills specific to telephonic conversations.
- Learn call handling techniques to improve customer experience.
- Master the art of active listening to better understand caller needs.
- Equip participants with strategies for handling difficult calls and irate customers effectively.

## Course Outlines

### Day 1: Introduction to Telephone Etiquette

- Understanding the importance of telephone etiquette in today's business environment.
- Components of professional phone communication: tone, language, and pace.
- Dos and Don'ts of telephone communication.
- Creating a positive first impression on calls.
- Role-playing exercises for effective communication skills.

### Day 2: Communication Skills for Effective Call Handling

- Active listening skills: Techniques and importance.
- Appropriate questioning techniques to gather information.
- Clarity and conciseness in verbal communication.
- Empathy and patience in customer communications.
- Overcoming barriers to effective phone communication.

### Day 3: Managing Different Types of Calls

- Inbound and outbound call techniques.
- Handling customer inquiries effectively.
- Approaches to making sales calls and cold calling.
- Tactics for managing time on calls and avoiding hold times.
- Documentation and follow-up processes post-call.

### Day 4: Dealing with Challenging Situations

- Identifying difficult callers and challenging situations.
- Strategies for defusing agitated or irate customers.
- Conflict resolution techniques tailored for phone conversations.
- Maintaining professionalism under pressure.
- Using positive language to steer calls towards resolution.

## **Day 5: Implementing Good Call Practices**

- Reviewing and reinforcing learning from previous days.
- Developing a personal action plan for telephone communication improvement.
- Feedback and self-assessment techniques.
- Continuous improvement: keeping skills updated and engaging in practice.
- Final role-playing and practical exercises to consolidate learning.