



Sales, Marketing and Customer Service

**Certified Call Centre Manager (CCCM)**

## Course Introduction

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Phone skills are a highly valuable tool to have in an employee's skill-set, and Call Center Training will help provide those skills. This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current cliental. A more confident employee is also one that is happier, and happier employees will produce happier customers. Call Center Training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential, and to keep their skill-set at a high level.

## Target Audience

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## Learning Objectives

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**By the end of this training course, participants will be able to:**

- Learn how to win over customers in the first 30 seconds on the phone
- Identify how to manage your own state and reflect your positive state on customers
- Master questioning and listening skills to make clients feel safe and ensure satisfaction
- Obtain linguistic tools and vocal techniques to build common ground and rapport
- Explore ways to tap the motives and hidden psychological needs of customers
- Identify ways to negotiate effectively for win-win outcomes
- Master objection handling and deal skilfully with difficult or challenging customers.

# Course Outline

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## • 01 Day One

### **Introduction to Customer Service and General Call Protocol**

- Introduction to Customer Service
- What is my communication style?
- What are your customers' expectations?

### **How your state affects your Client**

- State management 101
- The role of Mirror Neurons
- State Awareness
- Emotional Management
- Sustaining a positive attitude

## • 02 Day Two

### **Who are your clients?**

- Types of clients
- Clients' motives
- Hidden needs

### **Techniques for maximum focus on your client's needs**

- Questioning techniques
- Precision Questioning Techniques
- Holding the space
- Offering and eliciting options
- Eliciting "Hot Buttons"
- Asking the right questions to find the key criteria for your client's decision making

## • 03 Day Three

### **It's not what you say; it's how you say it (Linguistic and Vocal exercises)**

- Intonation

- Pitch
- From Problem Frame to Solution Frame
- Directing the conversation

### **Selling/Negotiation techniques**

- The art of persuasion
- The law of reciprocity
- Linguistic patterns for Persuasion
- Making it compelling
- Making it memorable

### **Handling Objections and Complaints**

- Types of complaints
- Reframing
- Dealing with difficult people
- When do we pass it?

### **Tips for maximising Customer Satisfaction**

- 7 telephone conversation tips to ensure high customer satisfaction

### **Stress Busting**

- How to stay fresh and prepare to take calls under stress and pressure.

## **Confirmed Sessions**

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 21, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
July 28, 2025	July 30, 2025	3 days	3250.00 \$	UAE - Dubai

FROM	TO	DURATION	FEES	LOCATION
Dec. 29, 2025	Dec. 31, 2025	3 days	3250.00 \$	UAE - Dubai