

**Synergy** *Greek: synergos – working together...of two or more agents to produce an effect greater than the sum of their individual effects*

# TELEPHONE DYNAMICS

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This programme can be tailored

# Course Outline

## 5

## TELEPHONE DYNAMICS

2 day programme incorporating telephone role play

### OVERVIEW

- Pros & cons of the telephone
- Most common misuses
- The impact of tone & words. Why body language is still critical
- Using your voice to good effect
- Demonstrating competence, confidence & credibility to take control
- Using concern- responding to feelings as well as to needs & demands
- Listening, probing & determining the right action - how to connect
- Adapting responses & messages to the goals & needs of different clients
- Handling objections, dealing with high blocks & closing successfully
- Looking after your self to stay positive

### OBJECTIVES

1. To re-invoke enthusiasm & a professional attitude on the phone
2. To build on individual capability & refine skills to be proactive & efficient
3. To develop communication skills to deal with challenging situations
4. To enhance appointment-making

### RESULTS

Greater self-confidence & self-assurance  
 Higher energy & dynamism, shorter calls  
 Stronger commitment to clients  
 More business/pitching opportunities  
 Higher conversion rates

### TOOLS

Language pitfalls & positive phrase list  
 Continuous improvement plan  
 Insights communication tool  
 Client profiler document

### IF YOU ALWAYS DO WHAT YOU'VE ALWAYS DONE, YOU'LL ALWAYS GET WHAT YOU ALWAYS GOT.....

#### CONTENT:

1. Why the telephone is a wonderful instrument
  2. What the telephone cannot do so well
  3. 6 critical guidelines for effective use
  4. Preparation - Setting objectives, getting attention & anticipating objections
  5. The 4 mechanisms for voice control & delivery - the importance of energy
  6. Using empathy & projection to manage the call
  7. The four main goals, needs & emotions that affect your clients on calls - using this to determine your tactics
  8. Interpreting the caller's needs, listening, gauging speed, tone & preferences - how to respond & connect
  9. Questioning & listening skills - creating interest & getting results while staying focused on call objectives
  10. Delivering difficult messages - 'softeners', 'flags', 'framing' as tools to combine with assertiveness techniques
  11. Difficult calls - reading emotions, staying calm & in control. Handling manipulative tactics
  12. Handling objections - turning blocks into successful outcomes
  13. Left & right brain theory - refining your approach to negative clients & increasing turnaround success
  14. 'Coffee stains' - controlling language and environment
  15. The 7 deadly sins of attitude & 10 rules for performance
- Role plays & simulations are designed to replicate 'real world' environment with sophisticated telephone equipment used to enable recorded feedback & constructive coaching
  - This programme is best delivered to smaller groups [6-10] to ensure personal attention & opportunity for practice