



E-LEARNING

Level 2



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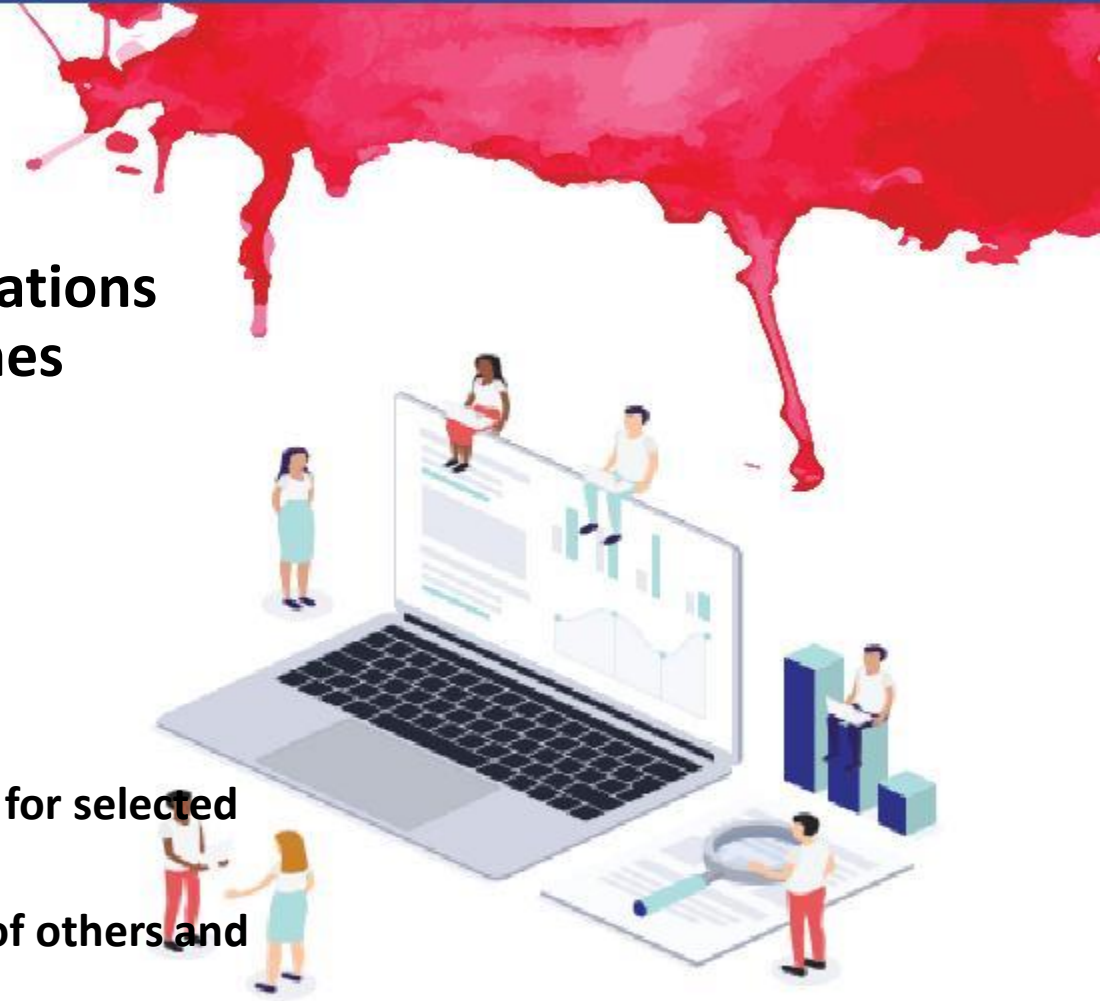
WA02: Communication marketing

Use of appropriate social and business communications skills for selected audiences and intended outcomes

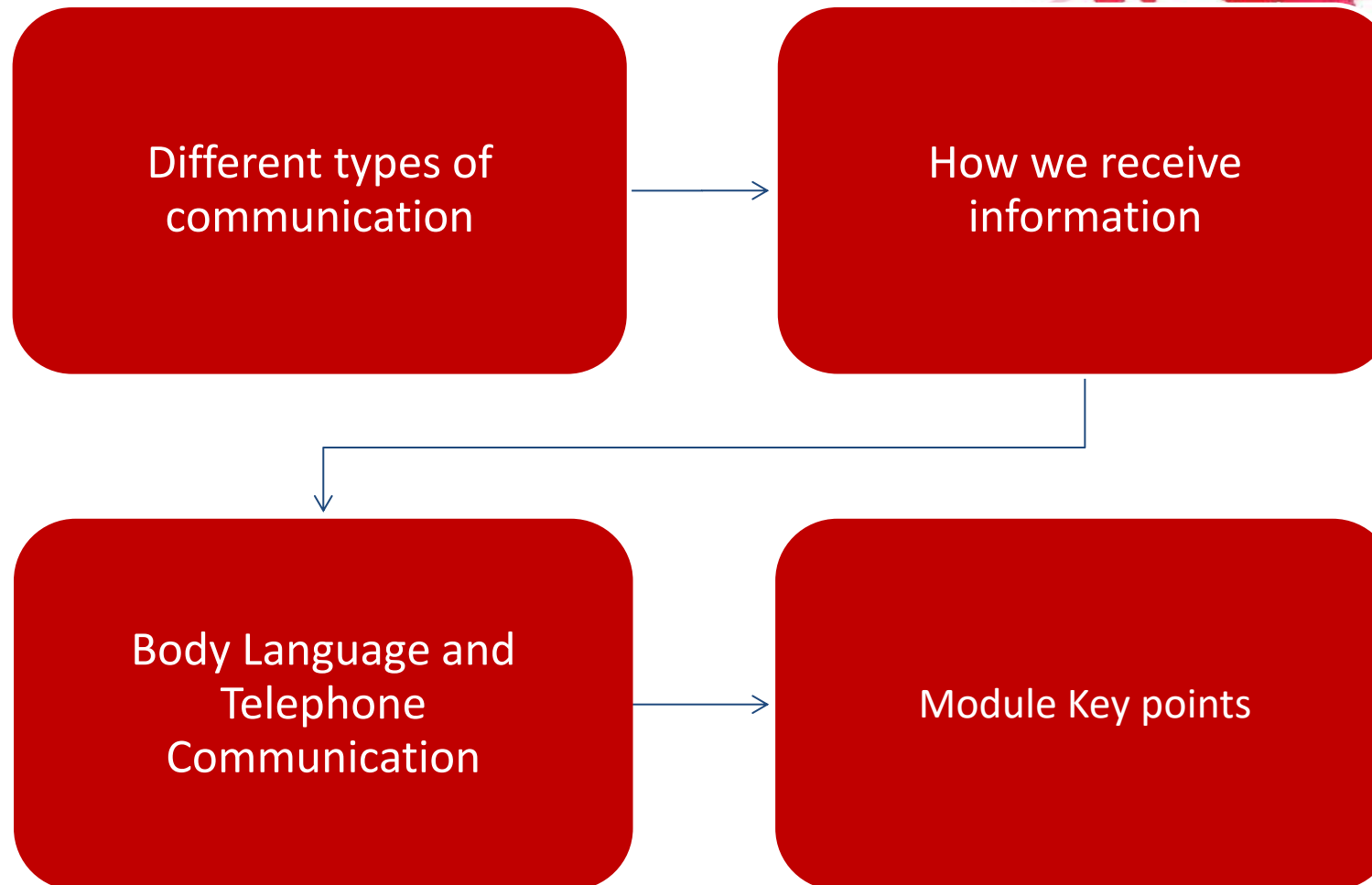
2.3 USE TELEPHONE TECHNIQUES EFFECTIVELY

LO3.1 Demonstrate the ability to explain the benefits of effective communication in the workplace and to solve problems through communication as well as to select the most appropriate methods for selected audiences and intended outcomes.

LO3.2 Demonstrate the ability to accept the behaviour and views of others and express frustration and disagreement in a constructive way.



Route Map



Different types of communication



- Face to Face
- Telephone
- Text
- E-mails

Telephone communication is important!



Long Distances

Traffic

Globalization

Living in the fast lane

Advantages and Disadvantages

- It is a necessary tool in modern working life because of its immediacy
- Appearance does not matter when communicating through the telephone
- It is effective in solving problems

- No visual interaction between the users
- You can not see the other person's body language. That is why sometimes we misinterpret the things we listen (however, people can actually hear the body language)

Identify reasons for which you speak on the telephone

- With whom do you speak often?
- The reason?
- % of the daily use?

NAME	WHO	THE REASON	% OF THE DAILY USE

Effectiveness during a telephone call

Try to answer the following questions
(group exercise)

- Who we represent?
- To whom?
- What is our strength as a company/ - organization?
- What do the customers need?
- What is the meaning of a loyal customer? When do customers become loyal?
- How we can keep customers satisfied?

Who we represent ?	
To whom?	
Our strength?	
Customer needs?	
Loyal customer?	
How can we keep customers satisfied ?	

A 'wrong' conversation



Telephone communication in the workplace

Answer

- Incoming calls
- Internal

Dealing with

- Demanding customers
- Speak in an effective way

Enhance the existing communication

The structure of a telephone call

- **Introduction**
- **Main subject**
- **Closing**



INTRODUCTIONS

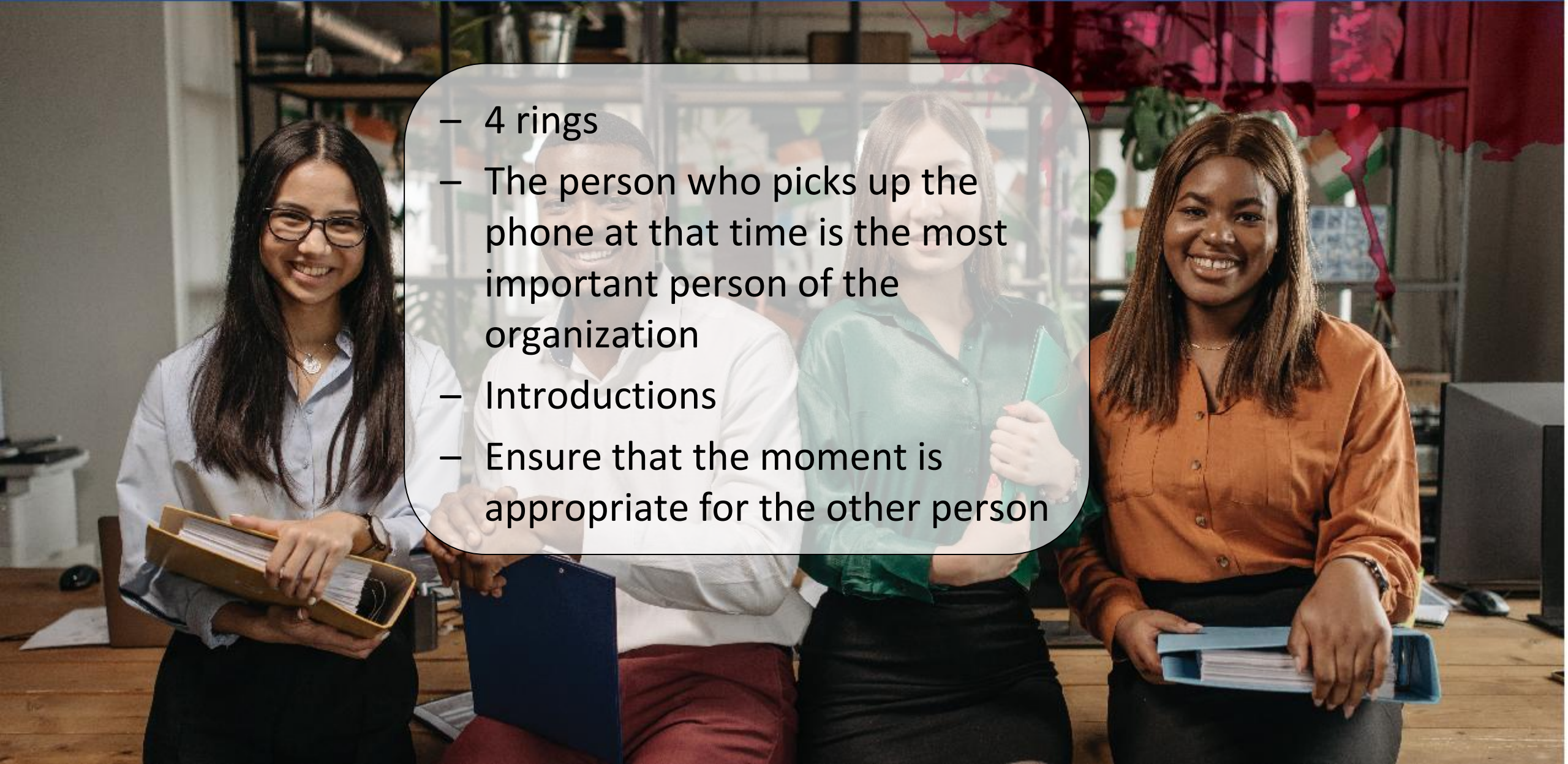
The proper way to speak:

- MMC Good morning!
- This is Fanis speaking.

Give the impression to the caller that he is welcome to call again and again and discover the inner desires or needs

- How can I help you?

Introduction - Incoming calls

- 
- 4 rings
 - The person who picks up the phone at that time is the most important person of the organization
 - Introductions
 - Ensure that the moment is appropriate for the other person

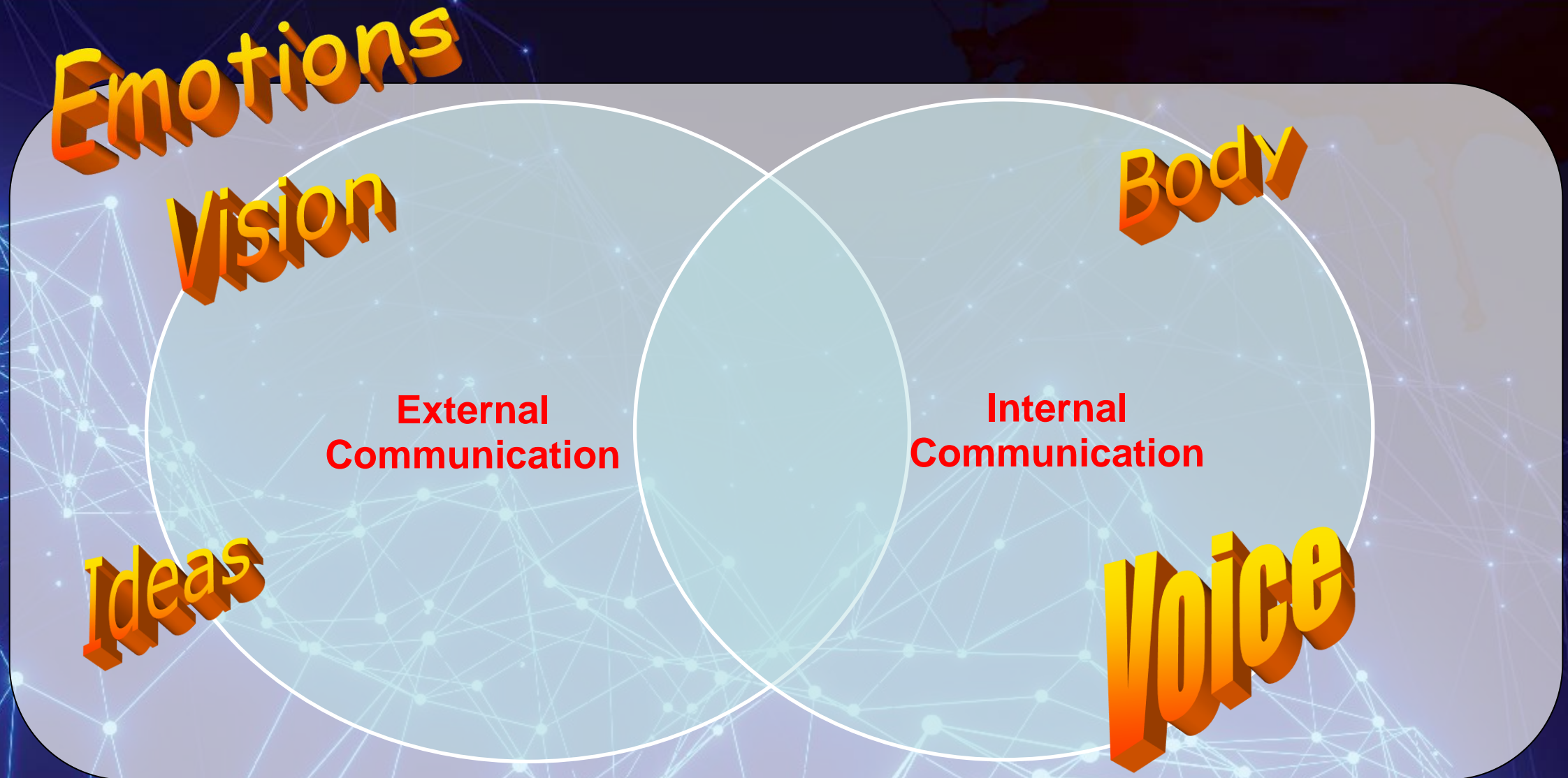
INTRODUCTIONS

- Introduce yourself:
“Good evening Sir. My name is Fanis I am calling from MMC”
- Make the reason you call clear during the first seconds:
“ I am calling to ask for information about your travel offers.”
- Be clear, calm and positive

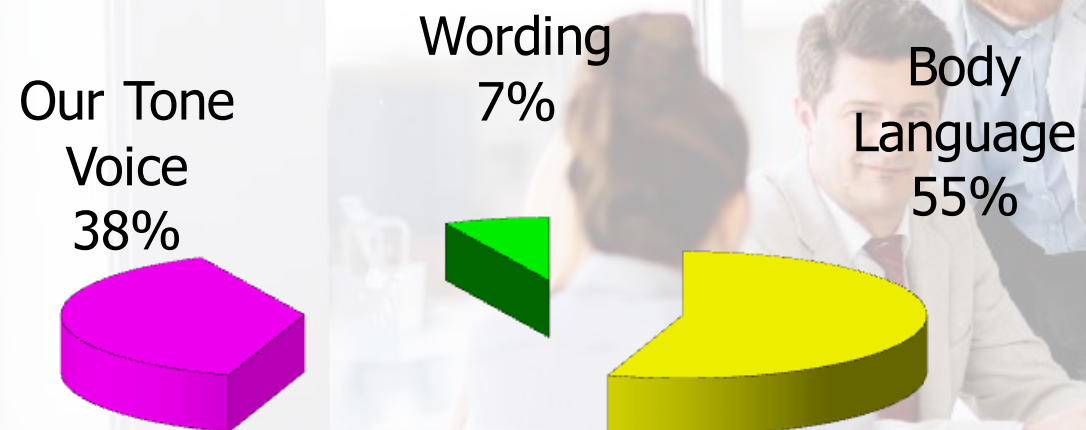
- Discover needs of the caller
OR
- Determine the reason you are calling
- MAIN PART OF THE PHONE CALL
MUST RELATE TO THE OBJECTIVES
OF THE PHONE CALL
- Objectives should be SMART



Internal and external communication



How we receive information



Receiving information

The tone of voice and the way we say something

- Tone → What and how we say it

The words we use

- Using 'pictures'

Body Language



Our voice - The tone of our voice

When we meet someone:

natural, soft, friendly → trying to
built trust

When we make an argument:

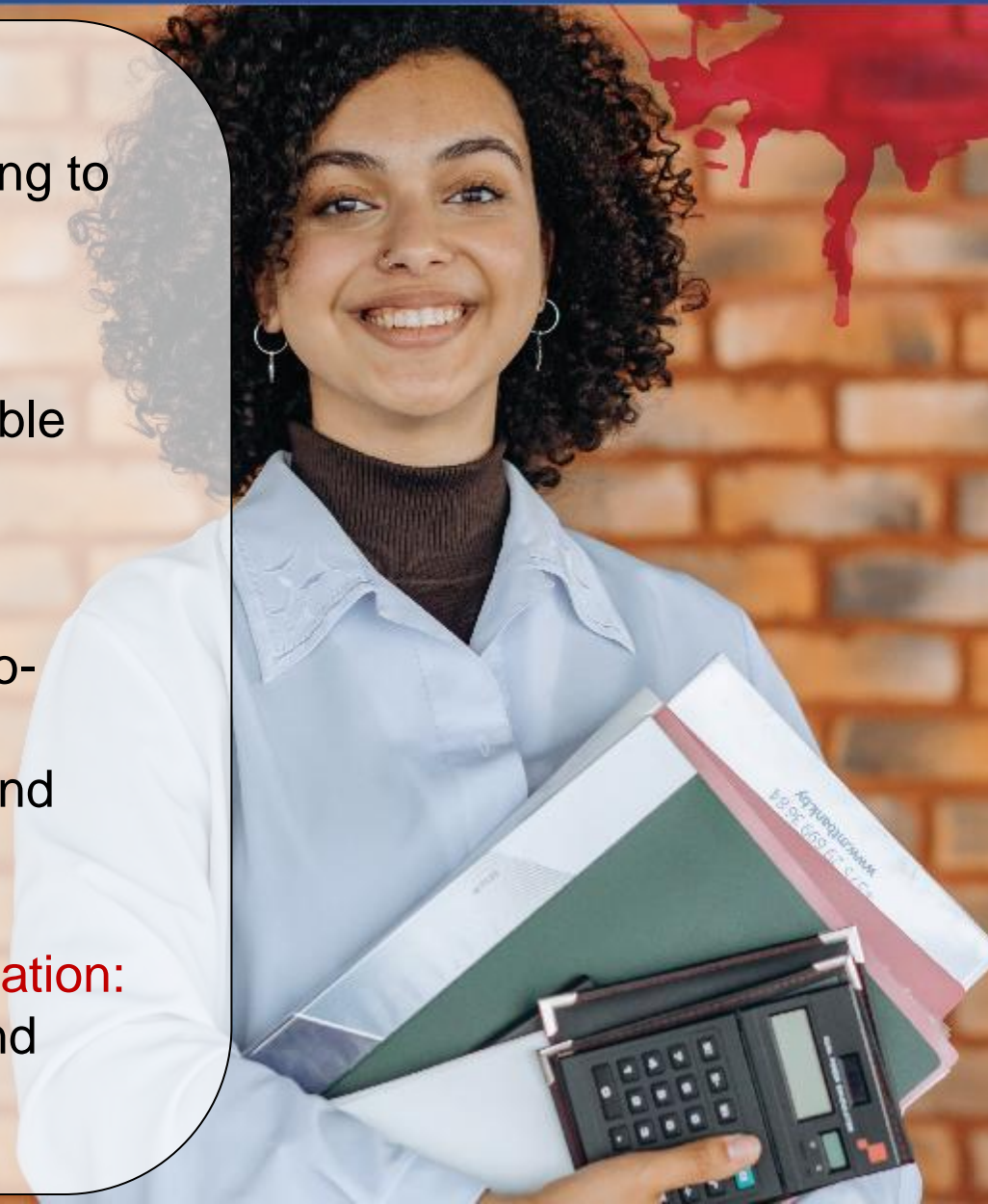
positive, energetic, and stable
voice tone

During a conflict:

calm → makes someone co-
operative
energetic, positive, warm and
calm

Closing a conversation/presentation:

energetic, positive, calm and
relaxed.



Characteristics of our voice

- **Intensity**

strong, low

- **Tone**

high, low, aggressive, defensive, derogatory, apologetic, etc.

- **Rhythm**

Taking into account the punctuation

- **Tint**

soft, hard, emotional, metal, etc.

- **Speed**


slow, fast, medium

Characteristics of our voice

- **Attitude**
strong, weak, unconscious, plain etc.
- **Emphasis**
emphasis on specific words
- **Intention**
voice reveals whether or not you want to say what
it is you are saying

- Adjust the intensity of your voice.
- Place emphasis on the important words or phrases.
- Use punctuation marks. We write them because we should use them.
- Make the other feel equal. Do not use an aggressive or a defensive tone.

- **Speak clearly**
- **Speak in a convincing way**
- **Be lively:** Ensure that you maintain the interest of the person you communicate with.

A group of business professionals are gathered around a conference table in a modern office. A man with a beard and a light blue blazer is leaning over the table, pointing at a document. Other people are seated around the table, looking at the document or each other. The room has large windows and a red abstract painting on the wall.

Human communication consists mostly of gestures, body language, positions and distances!

Non-verbal communication



- Vital for face to face communication
- When you communicate through the telephone you cannot see the body language **but you can definitely hear it**



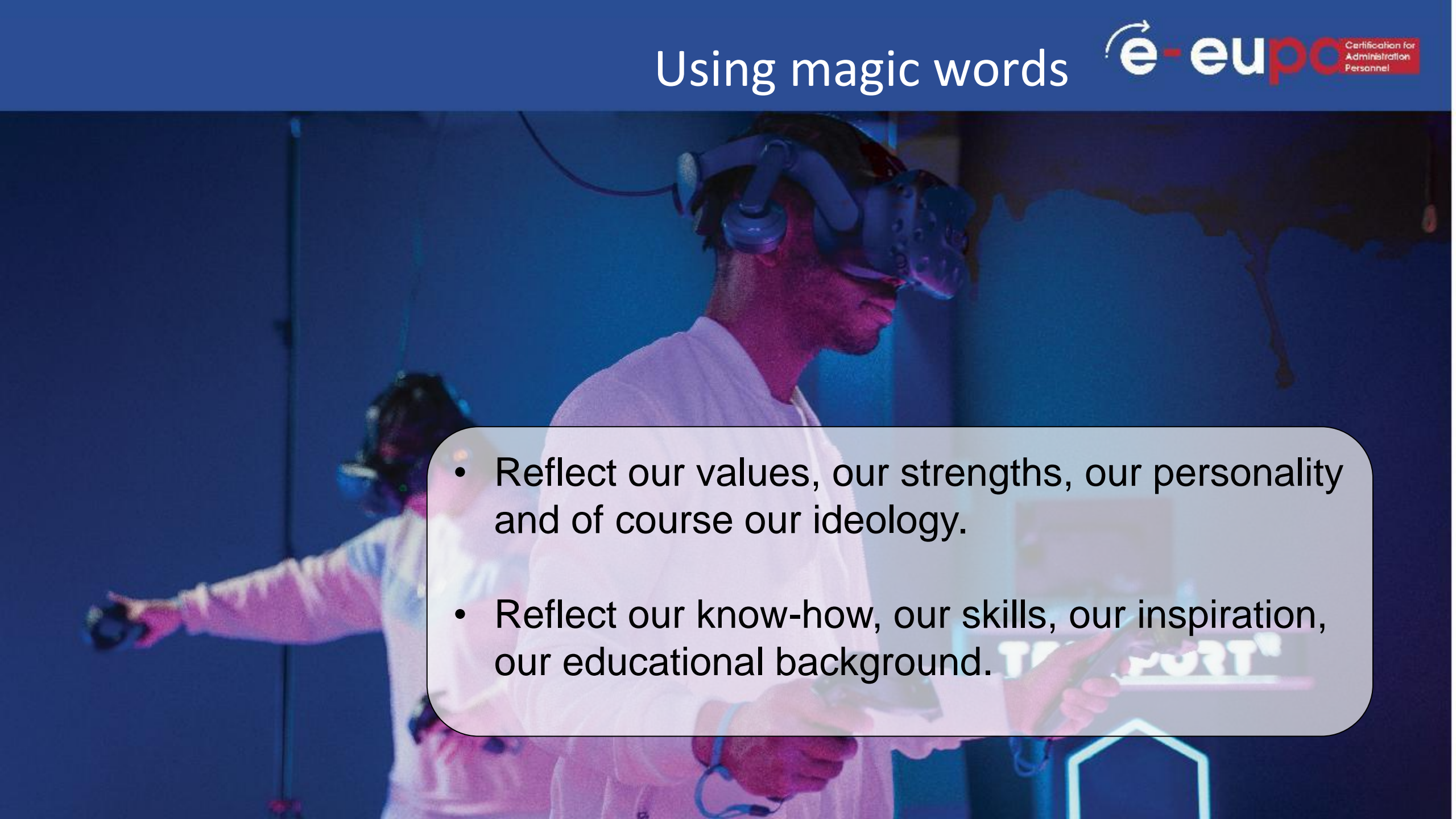
- Have you ever felt, while on the telephone, that the interlocutor smiles, even if you cannot see them?
- Have you ever felt that the interlocutor is ignoring you and is not trying to cooperate and help you?



Tips when you handle the phone

- Sit comfortable and speak normally. Think that the other party (interlocutor/ customer) is in front of you.
- Do not lean while you speak.
- Do not have a negative body language during the communication.
- Do not spin around in your chair.

Using magic words

- 
- Reflect our values, our strengths, our personality and of course our ideology.
 - Reflect our know-how, our skills, our inspiration, our educational background.

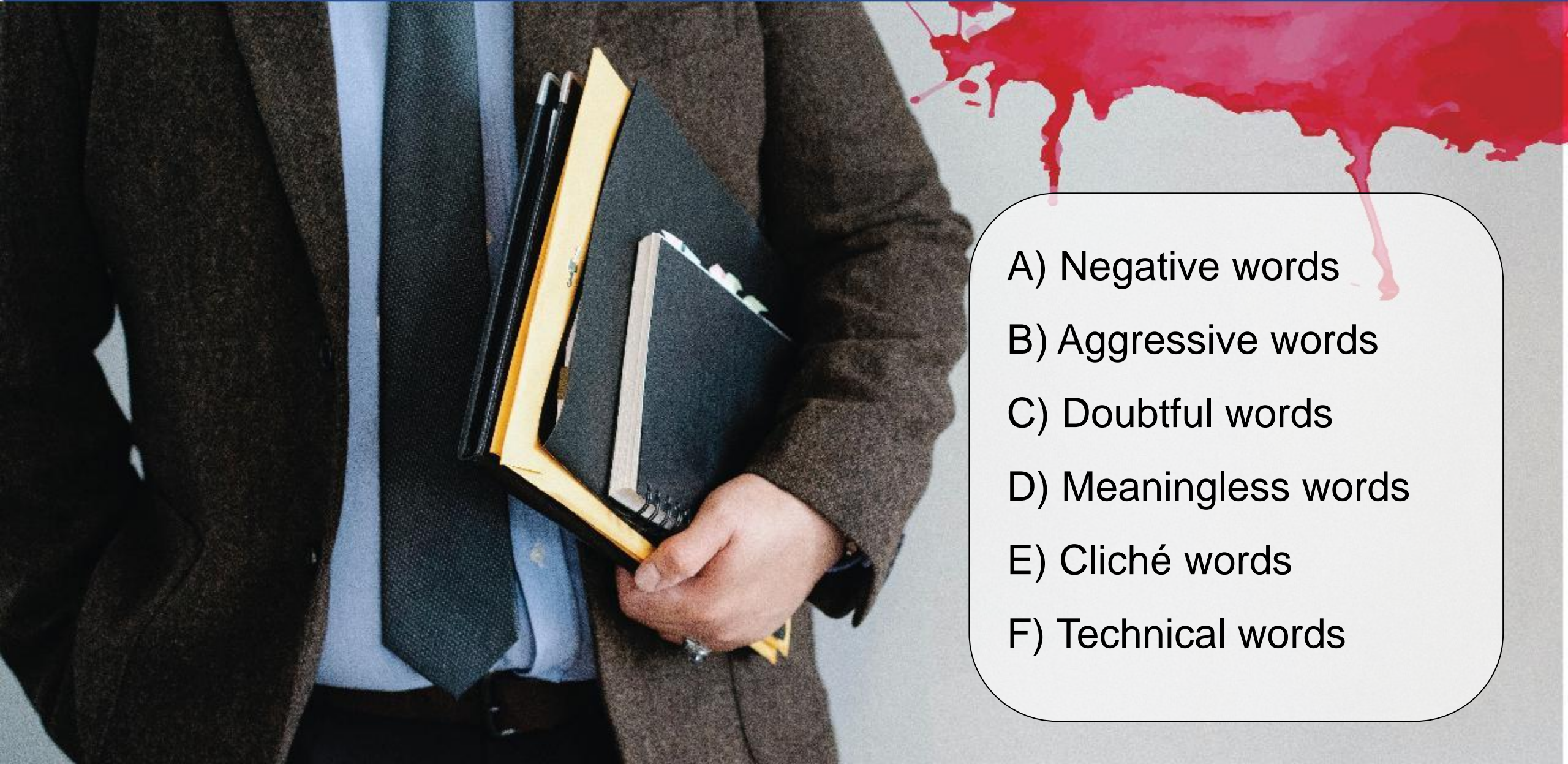
Strategic Vocabulary

- Effective
- Secure
- Helpful
- Unique
- Practical
- Investment
- Personal
- Quality



- Useful
- Immediate
- Reliable
- Unlimited
- Proven
- Personalised
- Guarantee
- Profitable
- Reduced

Avoid the following types of words during communication

- 
- A) Negative words
 - B) Aggressive words
 - C) Doubtful words
 - D) Meaningless words
 - E) Cliché words
 - F) Technical words

Negative and Positive Expressions

Negative Expressions

I cannot help you

You cannot participate in this program

We cannot schedule an appointment

This is a problem

Positive Expressions


Hold the line please

I would like to offer you some alternatives

We can arrange an appointment for tomorrow

I am afraid this is an issue

Improve your vocabulary

- 
- Listen
 - Read
 - Improve your expression
 - Add new words in your vocabulary
 - Get rid of improper words that do not help during your daily communication
 - Avoid cliché words

Good practices



If the line is occupied you need to inform the caller properly:

*“Thank you for waiting on the line
Sir/ Madam. Mr Williams is not
available at the moment. Would you
like to call later?”*

Voice mails

Techniques of effective telephone communication through voice mails:

- Preparation before you pick up the handset
- Time of the call
- Phone number
- Others (what is the message)

Completing the telephone call

- Are the objectives met?
- Is there an action plan?
If so, summarise the action plan
...and thank the other person for the telephone call



what	how	who	when

action
plan

- **Develop a template for phone messages:**
 - Include name of the caller
 - Name of the person the message is for
 - Topic
 - Time and date
- **REMEMBER:**
 - Phone calls are confidential information
 - Message content should not be disclosed to anyone other than the recipient
 - Info of the caller is also confidential and should not be disclosed or disposed to anyone!

Methodological Tool I



Multiple Choice Questions!

E-EUPA_LO_3.1_M_001

Methodological Tool II



WRITTEN EXERCISE VIDEO ANALYSIS!

E-EUPA_LO_3.1_M_002

Revision Questions

Revision Question 1

- Recall the main principles of effective telephone communication relating to the structure of the phone call, the tone of voice, the use of appropriate words etc.

Revision Question 2

- Explain the advantages and limitations of telephone communication.

Revision Question 3

- Identify and describe different stages involved in telephone (incoming and outgoing) and techniques that should be used in each of them.

Revision Question 4

- Identify positive and negative words and phrases.

Revision Question 5

- Identify strategies for improving your vocabulary.

Revision Question 6

- Explain why body language is important in communication over the phone

Revision Question 7

- Describe key information you should take when taking a phone message

Revision Question 8

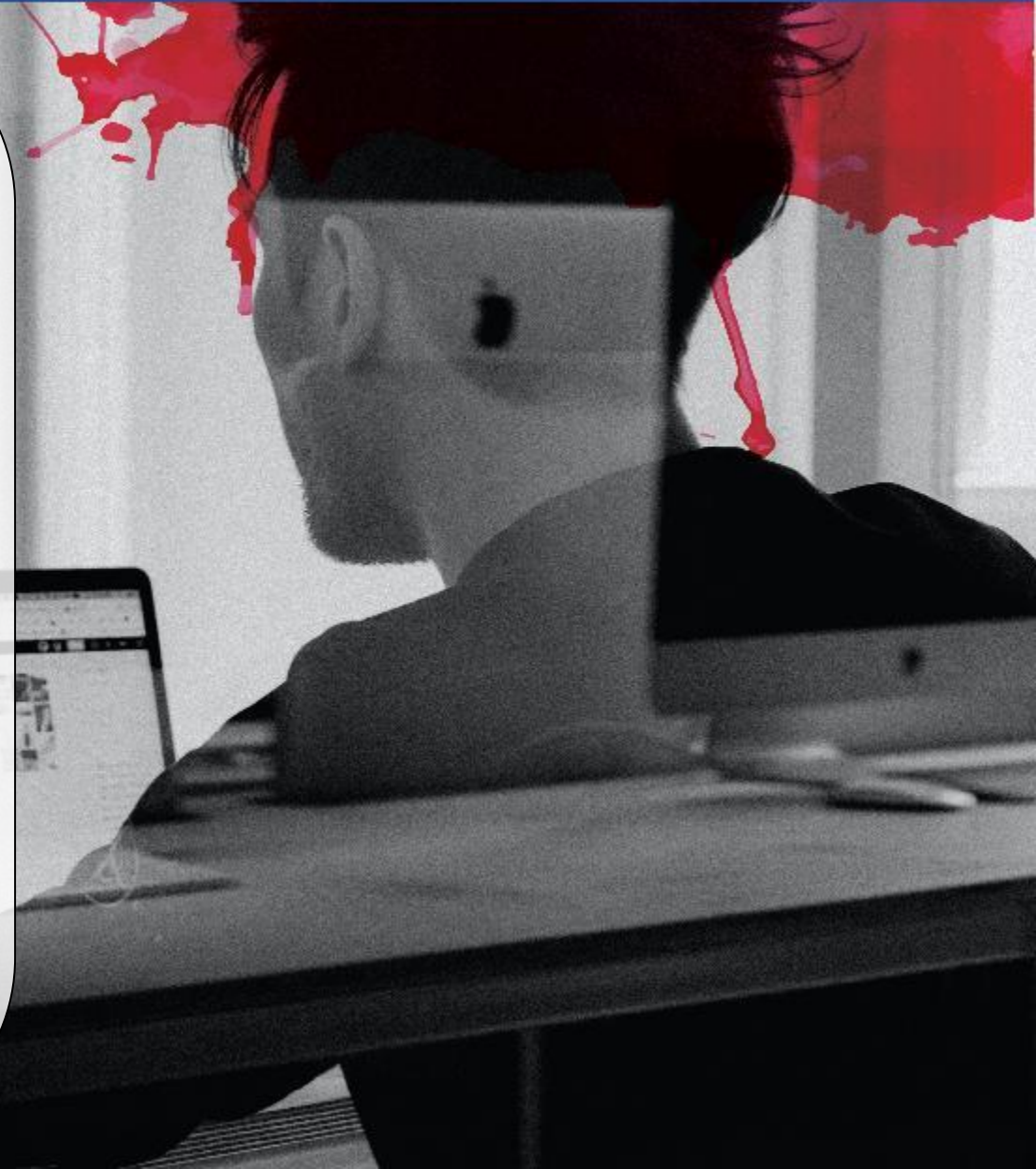
- Describe how information could affect confidentiality and security and how to handle these issues and list relevant examples

Key Point 1

- Non verbal signs are more important than verbal ones even in telephone communication

Key Point 2

- We have to be aware of our verbal communication, words, expressions, etc. as well as of our non verbal communication when on the phone, especially tone of voice, smiling attitude, etc.





WELL DONE!

You have completed Unit 2.3



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