

# cto

corporate training options

## About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a  
Development Plan.”*

## Telephone Courtesy & Customer Service Skills

### Other Customer Service Courses

- Calming Upset Customers
- Customer Service Excellence
- Beyond Customer Service - Effective Programs to Retain Your Customers
- Call Centre Success - Essential Skills
- Handling Difficult People and Situations
- Customer Satisfaction
- Customer Service in the Information Age
- Professional Telephone Skills

*Skills that Win -  
Build Teams that Win*

## Contact Us

*We would love to collaborate with you*



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*Our trainers are located all across  
Australia.*

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## *Customer Service: Telephone Courtesy & Customer Service Skills*

### *The Challenge*

Your voice is your brand when customers can't see you. Poor telephone etiquette—rushed greetings, unclear communication, abrupt transfers—creates negative impressions that are hard to reverse. Despite how much business is conducted by phone, many employees have never received formal training on professional telephone skills, costing your organisation credibility and customers.

Educate, Elevate and Empower

### *What you will Learn*

- ✓ Master professional telephone greetings and call openings
- ✓ Use tone, pace and language to create positive telephone impressions
- ✓ Handle multiple calls efficiently while maintaining quality service
- ✓ Transfer calls smoothly without frustrating customers
- ✓ Manage voicemail professionally—both leaving and taking messages
- ✓ Handle complaints and difficult conversations over the phone
- ✓ Close calls in ways that leave customers satisfied and confident

### *Who should Attend*

This course is essential for anyone who represents your organisation over the phone, whether it's their primary role or an occasional responsibility. Ideal participants include:

- Receptionists and front desk personnel
- Customer service and support teams
- Sales professionals conducting phone outreach
- Administrative staff handling client calls

### *Course Delivery*

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

### *Duration*

- Full Day Course

### *Group Sizes*

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

### *Pre Requisites*

None - Open to all

# Course Modules

## Module 1. Your Voice is your brand - the power and responsibility of the phone

- Why telephone interactions carry unique risks and opportunities that face-to-face service does not
- What customers decide about your organisation within the first few seconds of a call
- The hidden costs of poor telephone etiquette - credibility, customers and repeat business
- What professional telephone service actually sounds like and the standard to aim for

## Module 2. Mastering the professional greeting

- The anatomy of a professional greeting - what to include and exclude and why it matters
- Why the opening of a call sets the tone for everything that follows & is hard to recover from
- Common greeting mistakes that create a poor first impression before the conversation has begun
- Adapting your opening to different call types, contexts and customer needs

## Module 3. Using your voice - Tone, Pace and Language as service tools

- Why tone carries more weight on the phone than the actual words being spoken
- Finding the right pace - slow and engaged
- The vocal habits that project warmth, confidence and professionalism
- Choosing language that is clear, professional and appropriate for a 'faceless' customer

## Module 4. Active Listening on the phone - understanding more than what is said

- Why listening is harder on the phone and habits that compensate for absence of visual cues
- Techniques for demonstrating that you are fully present & engaged without the body language
- Clarifying, paraphrasing and confirming to ensure nothing is missed or misunderstood
- Asking the right questions to uncover what the customer actually needs

## Module 5. Managing multiple calls - Efficiency without sacrificing Quality

- Handling high call volumes without rushing customers or letting service standards slip
- Placing callers on hold professional - what to say, how long is too long & how to return well
- Managing the pressure of a busy phone environment without letting it show in your tone or attitude
- Prioritising calls and managing your own workload without the customer feeling like a burden

## Module 6. Transferring calls smoothly

- Why poor call transfers are one of the most common & most avoidable sources of frustration
- The warm transfer versus the cold transfer
- When to tell the customer before transferring so they feel informed rather than passed around
- Briefing the receiving colleague properly so the customer never has to repeat themselves

## Module 7. Managing Voicemail Professionally

- The elements of professional voicemail message - clear, concise and easy to act on
- What to include when leaving a message and habits that make voicemails frustrating
- Taking accurate and complete messages
- Setting voicemail greetings that reflect professionalism

## Module 8. Handling complaints and difficult conversation over the phone

- Why difficult conversations are harder by phone and skills needed to navigate them well
- Staying calm and composed when a caller is frustrated, aggressive or emotionally charged
- The language and tone that de-escalates tension on the phone when you cannot use body language
- Knowing when to involve a manager

## Module 9. Closing the call - leaving every customer satisfied and confident

- Why the close of a call is as important as the opening
- Summarising next steps clearly so the customer knows exactly what happens next
- Ending with warmth and professionalism rather than rushing to disconnect
- The final impression test