



**Professional  
Relationship  
Management on the  
Phone**  
2-Day Training

# Professional Relationship Management on the Phone

Contents and value of the training

Value

## The ultimate training for relationship management on the phone

### Content of Training

- How to best approach the customer by phone
- How to successfully employ the principles of communication
- How and when to employ “Intensifiers” and “Trigger Words”
- Implementing the Victory structure on the phone
- How to optimize the phone call according to customer personality
- Win/Win strategies for difficult calls
- Positive telephone rhetoric
- Improving the quality of your voice
- The most important methods of reducing stress on the phone

### Afterwards you’ll be able to....

- Appear confident, friendly, and competent
- Listen actively and pinpoint the needs and motives of your customers
- Adapt better to different kinds of callers
- Control the call professionally by asking questions
- “Generate images” in the mind of your customer
- Make more phone appointments
- Deal professionally with “difficult” customers
- Keep your own emotions better under control
- Create stronger bonds between your satisfied customers and your organization
- Utilize anti-stress strategies successfully

# Analysis, Behavior, Management

## Behavior

What to say - How to act - How to stay motivated

## Management

Strategy  
Marketing Support



## Analysis

Corporate culture,  
customer structure  
market and products

On the phone

### Relationship management on the phone:

The training is based on the latest findings in neurobiology and psychology, and is embedded in practical experience.

Real-life calls taken from on-the-job case studies will be rigorously practiced and tested together afterwards on real customers.

| Step |                                | Content  |
|------|--------------------------------|--|
| 1    | Understanding & identification | <ul style="list-style-type: none"> <li>• What kind of a telephone person am I. How do I behave and how do I recognize the needs of my customers. What works on the phone – and HOW and with WHOM</li> </ul>  |
| 2    | Learning the trade             | <ul style="list-style-type: none"> <li>• Together with the trainer, develop theory and real-life applications using industry-specific formulations. Practice and receive professional feedback.</li> </ul>   |
| 3    | Applying theory to real life   | <ul style="list-style-type: none"> <li>• Real-life phone calls with the trainer. Transfer tasks for real-life applications. Unlimited contact with the trainer following the training. Ideally, on-the-job coaching on a regular basis.</li> </ul> |

# Understanding – Emotion – “The Craft of Communication”



## Understanding - Identification

- Develop and explain the individual phases according to the Victory concept
- How do I recognize what a customer really needs
- Identification: How can I lead the customer to a win-win situation



## Hearty Approach

- Enjoy training and realize that good relationship management on the phone leads to TOP customer relationships
- Test out the approach during the training and later in real life
- Speak sincerely with customers and master even difficult situations



## Practicing and Mastering

- Practice tailor-made formulations until you know them by heart
- Real-life calls with the trainer in a “ping-pong” manner
- Transfer tasks for real-life scenarios
- Life coaching on a regular basis

# Goal: Becoming a Relationship Pro on the Phone in 2 Days

## Day 1

- How to motivate myself to see every customer call as a chance for better customer relations
- Develop the Victory phases of a call and formulations that fit me best – and then practice both to perfection

- Getting acquainted with the most important phases of a call
- Tailored training with each individual participant. Practice calls with different customer types. Background analysis.

## Day 2

- Practice the customer complaint call (as it pertains to my line of business)
- Real-life calls with customers together with the trainer

- Practicing the guidelines, aligned to the most important objections and various telephone situations of your business. Begin real-life calls in “ping-pong” style.
- The trainer begins with the calls, then alternately with the participants, then the participants alone in groups of 2

## Recommended

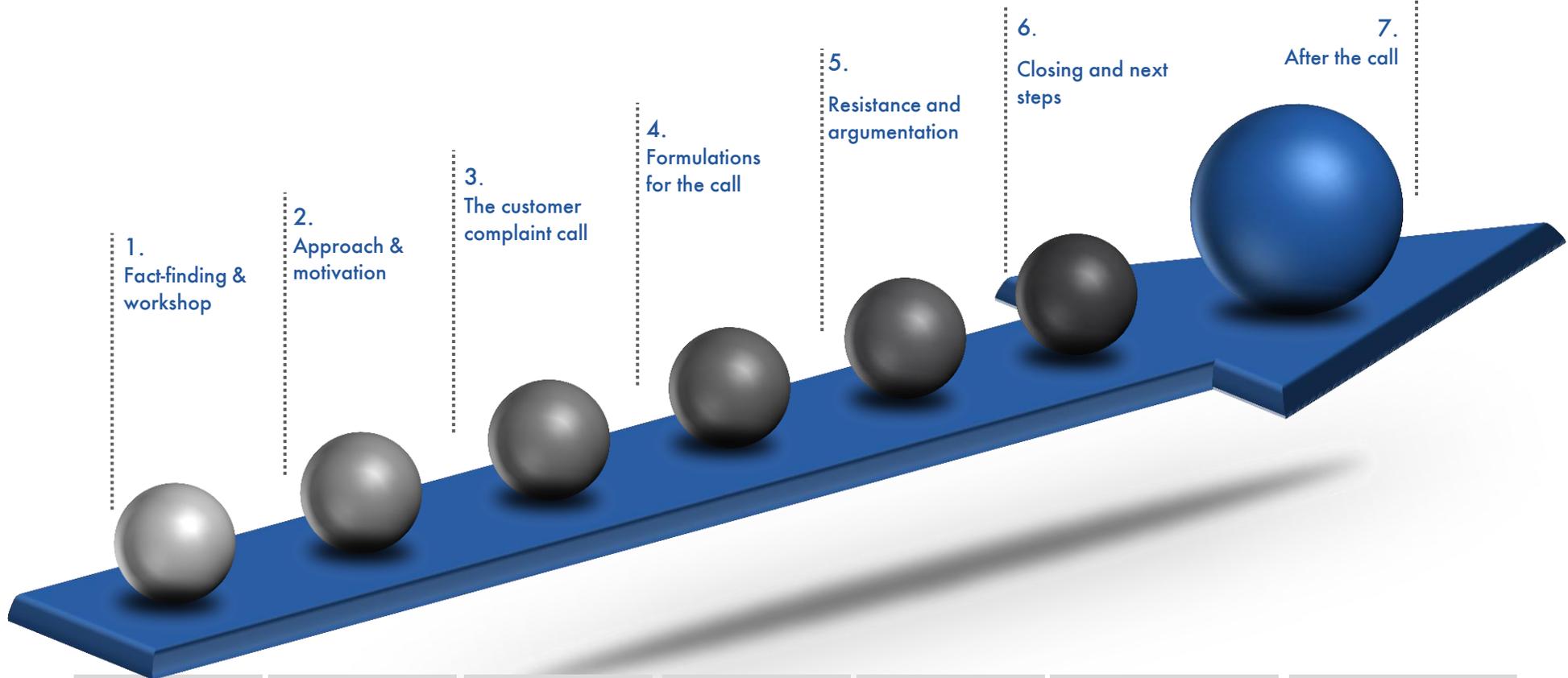
- On-the-job coaching on a regular basis
- Life coaching of the salespersons with the trainer every 3 to 6 months after the training. Group training at one’s place of work.

- We developed “ping-pong” telephone coaching together with customers. Here, customer complaint calls are practiced in real-life calls as well as in dry runs. Participants practice until they can react perfectly to any kind of complaint.

# Scripting for All Aspects of Relationship Management on the Phone

Scripting for all aspects of relationship management on the phone

Training Structure



|                             |  |   |   |  |   |   |
|-----------------------------|--|---|---|--|---|---|
| Tailoring, company analysis | How to get motivated correctly and effectively for my customer calls | Psychology and how to use it in real life | Practicing the right formulations to perfection | The most important objections and my responses | Real-life calls and on-the-job coaching | What needs doing, statistics, and the next call |
|-----------------------------|--|---|---|--|---|---|

| Step |                           | Duration | Investment Costs                                  |  |
|------|---------------------------|----------|---|--|
| 1    | Fact-finding + workshop   | 1 day    | In-house + prior consultation, including analysis | € 1,950                                |
| 2    | Training concept          | 2 days   | Scripting (included)                              | € 1,950/day (up to 8 participants)     |
| 3    | Training & implementation |          | Training with various real-life calls             | € 2,450/day (more than 8 participants) |

Including training material in electronic format

The seminar room can be provided by the customer. Otherwise, we can offer seminar rooms in Vienna for €59 per person, including catering. Services for the participants following the seminar will be charged €195 per hour.

All listed fees are net, 20% VAT not included. Travel costs will be charged separately. Austrian law applies. Payable 14 days after receipt of bill/end of seminar.

# Interconnection Brings Know-How to Sales Training

- Interconnection is one of the leading institutes for sales training in the B2B sector. With its sales strategy consisting of a combination of sales analysis, sales behavior, and sales management, Interconnection guarantees quick results.
- We base our training methods on the latest findings in neurobiology and psychology, and develop our practical sales methods accordingly.
- As industry analysts with many years of experience in cross-sector projects, we know the demands of individual industries. We therefore take special care to develop our training with your specific industry in mind.
- Our trainers all have long-standing experience in sales. They speak the language of sales and are able to recognize customer needs.
- In addition to consulting and training in the area of sales, we also develop marketing and pricing strategies, and support companies with market intelligence.



We're always glad to answer  
any questions you may have!

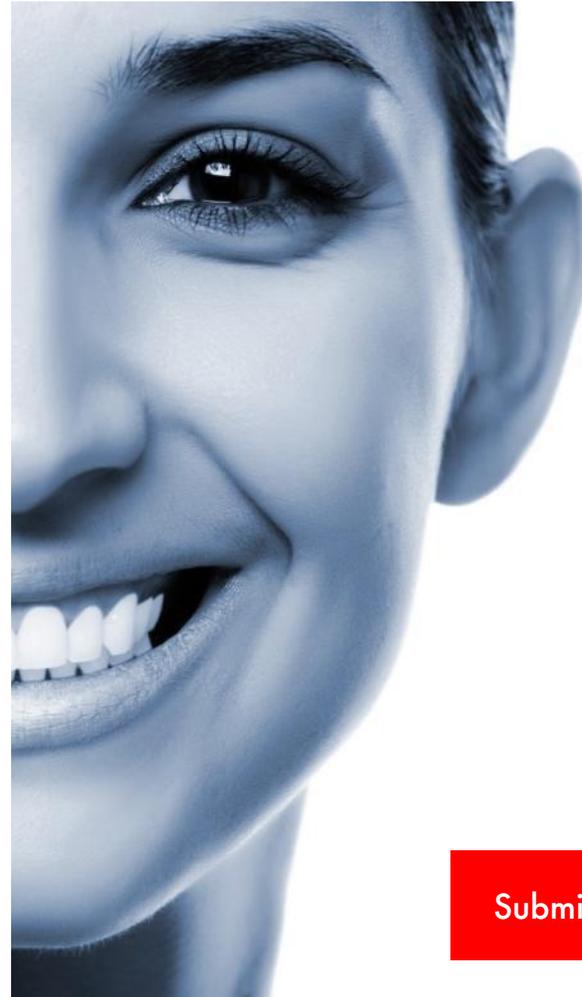
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