



Support Staff Telephone Impact Workshop

The role of the support staff is key to the effective running of any office. The booking of appointments, dealing with customers reactively or pro-actively, and managing relationships with internal stakeholders are all key to the effectiveness and efficiency of the organisation.



The Support Staff Telephone Impact Workshop ensures that staff:

- Are more personally confident
- Can be more assertive as required
- See more options in dealing with queries and challenges
- More effectively utilise a 'push' or 'pull' style as appropriate
- Understand and relate to the four key styles used by customers
- Successfully translate their 'body language' through the medium of the telephone.

The overall end result is a team who portray confidence, control and pro-activity in dealing with internal and external stakeholders by phone.

Workshop design

Pre-work

- Participants are invited to get their Influencing Styles report prior to the workshop.
- A discussion with managers regarding key performance indicators.

Workshop

The 1 day design comprises the following themes:

Realising the importance of their role – the 'elevator pitch'.

Here participants develop a 'high level' description of their roles that allows them to realise that they are not just 'building a wall' but are contributing significantly to the building of 'the cathedral'!

Personal Impact – as 'Push' and 'Pull'

- The significance of these two fundamental ways of influencing others is shown by video and demonstration.
- Participants carry out their own exercises, with the realisation that their body language and gestures effect their vocal qualities that are transmitted clearly in the telephone call.

The Four Influencing Styles.

- The breakdown of Push and Pull into the four fundamental influencing styles is explained and demonstrated, with participants developing their own skills in pairs, with coaching support, using back-at-work situations.
- Their individual preference for one of these styles is explored using their personal Influencing Styles Report, and the strengths and weaknesses of their preferences identified.

Telephone Contact.

- Working in trios with a coach, participants identify their real issues and plan how best to deal with the situation, deciding which styles would be appropriate to achieve their objectives.
- Using telephone and recording apparatus they are able to listen to and understand how they impact the customer, and using feedback are able to modify and practise their approach to perfect it.
- Sharing individual excellence and receiving appreciation helps build confidence and overcomes any anxieties.



Action Planning

Participants are supported throughout the workshop with work sheets and learning logs as well as coaching, and using some simple but effective planning tools develop action plans to help them put their learning into action.

Success Measures.

- A key part of the programme is to agree with the managers of the support staff the key measures used to assess the effectiveness of staff, such as speed of customer replies, cancellation rates of meetings, and number of calls required to achieve desired outcomes.
- These measures are used subsequent to the Telephone Impact Workshop to assess its effectiveness, and to provide follow-up coaching as required.

Costs

The workshop is designed for groups of no more than 10 staff. The cost of the workshop is £2000 per day, excluding room hire and food requirements.

Summary

- ✚ The Telephone Impact Workshop results in more confident and capable support staff, leading to improvements in the success measures used to assess staff effectiveness and efficiency.
- ✚ Feedback from even the most 'workshop resistance' staff has been excellent, as shown in the summary of a recent workshop.
- ✚ Value-for-money is viewed by the sponsoring managers as excellent.

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