GETTING STARTED
A guide to help you get the most out of your Telephone Doctor® Training Library
Congratulations! You’ve chosen a training program that will improve the way your organization communicates with customers.

Based on laughter and humor, the Telephone Doctor® Library with over 100 techniques, is designed to provide immediate and long-term behavior modification.

This easy to use guide will help you navigate and understand how to get the most out of your Telephone Doctor® Training Library.

Good training to you!
Nancy Friedman
President
Telephone Doctor, Inc.

www.telephonedoctor.com
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Your Telephone Doctor® Training Library includes 18 titles. Each one is a complete training program consisting of:

**Programs**
- Programs numbered 1 through 18, average 20 minutes in length and cover anywhere between 5-12 points per program.

**Leader's Guides**
- Designed for the leader to facilitate group discussion and customize training for your organization.

**PowerPoint Presentation**

**Desktop Reminder Cards**
- Designed to be given to each participant at the end of all training sessions to recap the key points covered and to act as a reminder for behavior modification.

**Workbooks**
- One Year Renewable Duplication/Distribution license included with each title. These licenses include the ability to reproduce and internally distribute workbooks for a period of one year with the option to renew after that period.
Trainers around the world are using the Telephone Doctor® Library in many creative ways. Here are some suggestions:

**Leader Directed**
- Classroom setting. We recommend small group size (maximum 25) for viewing ease.
- Instructor uses Leader’s Guides and PowerPoint Presentations to facilitate group discussion.
- Participants use Workbooks to follow along with the group discussion.
- All participants take a Desktop Reminder Card back to their work area to remind them of the skills.

**Self-Paced**
- Individuals watch each program and complete corresponding workbook.
- Use the Before-and-After Skills Inventory and the Quiz, (found in the workbook) as a record of completion.

**As a Meeting Opener**
- Start a meeting with these motivational and upbeat programs.

**As a Refresher Course**
- Reinforcement of other current training programs.

**As Dual Purpose Training**
- Brown bag lunches
- Staff meetings
Decide How You're Going to Train
- Leader Directed
- Self-Paced
- As a Meeting Opener
- As a Refresher Course
- As Dual Purpose Training

Decide Who You're Going to Train – Who’ll Be Your Target Audience?
- Receptionist/Switchboard
- Customer Service
- Technical Support
- Sales/Sales Support
- Administrative Assistant
- Accounting
- Management/Supervisor
- Face-to-Face Customer Service

Familiarize Yourself With the Telephone Doctor® Presentation Style
Choose one of the programs. View the program, following along with the corresponding Leader’s Guide, PowerPoint Presentation, Workbook and Desktop Reminder Card.

NOTICE:
How much of the work is already done for you.
How the skill-driven style will help you change behavior.
How the humor will make training fun.
How the easy-to-use format will help you get the results you want.

Get to Know the 18 Programs
Part of your success is determined by how well you understand each program in the library. To help with that, we have included:

- Quick Reference to Program Titles
  One-line descriptions of each program.

- Programs at a Glance
  Length of each title and key points of what’s covered in each.

- Alphabetical Listing of Skills and Techniques
  Where to find the skills you need.

- "Who Sees What" Chart
  Simple chart helps you see what program each audience needs.

- Target Audience Curriculum Suggestions
  The titles that apply to the audience you’re training. Consider using them in the order listed for maximum results.
Use the Skills as the Telephone Doctor Prescribes:
- Let the simple, skill-driven format work for you.
- Just like a medical doctor’s prescription, to get maximum results, don’t change the dosage!

Consider Each Program as a Building Block:
- Start small: one to two programs at a time. Have participants learn and practice these skills. Reinforce and then add new programs to continue improvement.

On-going Training is Key:
- Build a foundation with initial training. Don't let these programs gather dust. Repetition is the mother of learning. Using the programs again and again will improve performance.

Remember to Have FUN:
- Encourage group reinforcement of these easy-to-use techniques. Learn more about fun ways to reinforce on page 27.

Consider adding this title to your library:

* IT STARTS AT THE TOP - TEL-DOC LIVE! *
- This motivational visit to a seminar presented by Nancy Friedman is the perfect introduction platform for customer service training.
- This program is unique from the other programs; it's designed to raise awareness of vital customer service issues.
- Puts participants in the right frame of mind.
- Helps management speak the same language as their employees.
#1 The Service Mentality
A mind-set for serving customers.

#2 Listening Skills
Listening is a critical component when determining the needs of your customer.

#3 From Curt To Courteous – Mastering the 7 Touch Points of Communication
Raises awareness of the various means of communication and how we can best utilize them.

#4 Questioning Techniques
Proper questioning techniques are a key component to delivering superior customer service.

#5 Five Forbidden Phrases® 3.0
Avoid negatives. Offer positive alternatives.

#6 Six Cardinal Rules of Customer Service 3.0
Basics of good customer service.

#7 Selling Skills from A To Z
Enhance communication skills. Twenty-six tips for inbound/outbound calls.

#8 Proactive Customer Service 3.0
Skills for proactive customer service: rapport building and cross-selling.

#9 Essential Telephone Skills
The essentials of managing the telephone effectively.

#10 Six Steps to Service Recovery
Specific actions to take whenever there’s a disappointment for the customer.

#11 The Seven Keys to a Positive Mental Attitude
Explores the key essentials to developing and keeping a positive attitude on your job and in every aspect of life.

#12 Business Friendly™ Customer Service
Deals with the core values of delivering exceptional service.

#13 Influencing the Interaction
Identifies six practices which will help service providers offer a more positive experience for their customer.

#14 How To Handle the Irate Customer
Quick help for diffusing angry customers.

#15 Essential Elements of Internal Customer Service
Helps employees realize we are customers to each other.

#16 Killer Words of Customer Service
Well-intentioned phrases which can damage customer relationships.

#17 That’s Just Rude!
Exploring the Rudeness Matrix.

#18 Maintaining Customer Relationships
Five common scenarios for on-going follow up after a sale.
#1 The Service Mentality
Running Time: 23 Minutes
A mind-set for serving customers.

Key Points:
- Empathy – Having the capacity for understanding, being aware of and being sensitive to the feelings, thoughts and experiences of a customer.
- Enthusiasm – Bringing an observable high level of energy or interest to a project or situation.
- Ownership – Possessing the commitment to solve a problem or steering it to someone who will.
- Responsibility – Living up to previously agreed upon commitments.
- Adaptability – Having the flexibility to effectively deal with different types of customers and situations.
- Balance – Having the capacity to successfully satisfy the customer while taking into account the resources and needs of your organization.
- Resiliency – Having the ability to bounce back from adversity.

#2 Listening Skills
Running Time: 14 Minutes
Listening is a critical component when determining the needs of your customer.

Key Points: Listening
- Decide to be a better listener
- Welcome the caller
- Concentrate
- Keep an open mind, avoid jumping to conclusions.
- Give feedback that you’re listening
- Take notes while you listen

#3 From Curt to Courteous – Mastering the 7 Touch Points of Communication
Running Time: 25 Minutes
Raise the awareness of the various means of communication and how we can best utilize them.

Key Points: Communication Tools
- Understanding and Being Understood
- Your Communication Tools
- Face-to-face Communication
- Communicating by Written Word

#4 Questioning Techniques
Running Time: 15 Minutes
Proper questioning techniques are a key component to delivering superior customer service.

Key Points:
- Open-Ended Questions
- Closed-Ended Questions
- Probing Questions
- Echo Questions
- Leading Questions
- The “And” Technique
- Interpreting Disguised Responses
#5 Five Forbidden Phrases® 3.0
Running Time: 18 Minutes
Avoid negatives. Offer positive alternatives.

**Key Points:**
- “I don’t know…”
- “I can’t do that…”
- “You’ll have to…”
- “Hang on a second”
- “NO” at the start of a sentence

#6 Six Cardinal Rules of Customer Service 3.0
Running Time: 20 Minutes
Basics of good customer service.

**Key Points:**
- People before paperwork
- Don’t rush customers
- Be friendly before you know who it is
- Don’t be too busy to be nice
- Don’t use military language on civilians
- Be personably accountable – don’t pass the buck.

#7 Selling Skills from A to Z
Running Time: 33 Minutes
Enhance communication skills. Twenty-six tips for inbound and outbound calls.

**Key Points:**
- A - Ask for Time to Talk
- B - Benefits
- C - Closing
- D - Discipline
- E - Echo questions
- F - Four Killer Words
- G - Go home ready to begin
- H - Humor
- I - “I” Irritates
- J - Jerry’s pet peeve
- K - Know your objective
- L - Let’s
- M - Monogram the call
- N - Naturally inquisitive
- O - One word answers
- P - Practice being positive
- Q - Qualifying
- R - Rejection
- S - Smile
- T - Tie Down
- U - Understanding needs
- V - Vary your responses
- W - Weak, wimpy words
- X - X-out these credibility busters
- Y - You buy or they buy
- Z - Z creative

#8 Proactive Customer Service 2.0
Running Time: 20 Minutes
Skills needed for proactive customer service: rapport building and cross-selling.

**Key Points:**
- The difference between passive, average and proactive customer service
- Tools for Proactivity
- Establishing rapport with customers
- Ways to introduce additional products or services.
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<td>• Resist negative influences</td>
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<td>• Be a “whatever it takes” person</td>
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<td>• Embrace change: expect it and accept it</td>
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<td>• Be grateful for what you have</td>
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#14 How to Handle The Irate Customer 2.0
Running Time: 10 Minutes

Quick help for diffusing angry customers.

**Key Points:**
- You are the lightening rod, not the target
- The ASAP technique
- You can satisfy most people most of the time
- Use our Swear Stopper
- Don’t offer excuses, offer to help

#15 Essential Elements of Internal Customer Service
Running Time: 18 Minutes

Helps employees realize we are customers to each other.

**Key Points:**
- Know the mission of your organization and your role – Be aware of the big picture and know how your specific role is helping your organization achieve its mission.
- Internal service is everyone’s responsibility – Remember, avoid double standards when it comes to delivering great internal customer service.
- Respect Employee Differences – Be tolerant of all the differences that make up your diverse workplace.
- Recognize the personal space of others – Be sensitive to the fact that other people are working nearby and practice the “Golden Rule” in all your office interactions.
- Work to resolve conflicts – Use the 3-step BIF approach for smoothing out rough spots in your relations with others.
- Show appreciation – When someone does something good that affects you, let him/her know, again using the 3-step BIF approach.

#16 Killer Words of Customer Service
Running Time: 21 minutes

Learn the customer service ramifications of some commonly used words; sayings the we have designated killer words.

**Key Points:**
- Calm Down
- Can I be honest with you?
- No problem
- Our computers are slow
- What’s your name again?
- Yes, but....
- Sorry, that’s our policy
- You don’t understand

#17 That’s Just Rude
Running Time: 14 Minutes

The business effect of being rude.

**Key Points:**
- Accidental Rudeness by Omission
- Accidental Rudeness by Commission
- Intentional Rudeness by Omission
- Intentional Rudeness by Commission

#18 Maintaining Customer Relationships
Running Time: 14 Minutes

Five common scenarios for on-going follow-up after a sale.

**Key Points:**
- Expect and be prepared for customer’s voice mail
- No longer with the company – be proactive
- Make “No Ulterior Motive” Calls
- Handle any problems that arise immediately
- Gain additional business
### ALPHABETICAL LISTING OF SKILLS AND TECHNIQUES

**Skill or Technique** | **Program:**  
--- | ---  
Accidental Rudeness by Omission | #17  
Accidental Rudeness by Commission | #17  
Accurate Messages | #9  
Acknowledge The Customer’s Request | #13  
Adaptability | #1  
Apologize Sincerely | #10  
The "And" Technique | #4  
Answer Professionally | #9  
Appreciate Co-workers | #15  
ASAP Technique | #14  
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Ask: "Are You Able To Hold" | #5, #9, #13  
Ask for Time to Talk | #11  
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We Can’t Do That | #5, #16  
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<td>“Whatever It Takes” person</td>
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<td>X-Out These Credibility Busters</td>
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<td>You Buy Or They Buy</td>
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<tr>
<td>“You’ll Have To…”</td>
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</table>
Absolutely every Telephone Doctor® program will benefit every position in your organization.

This chart condenses the following Target Audience Curriculum Suggestions.

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<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Receptionist/Switchboard</th>
<th>Customer Service</th>
<th>Technical Support</th>
<th>Sales/Sales Support</th>
<th>Administrative Assistant</th>
<th>Accounting</th>
<th>Management/Supervisor</th>
<th>Face-to-Face Customer Service</th>
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<td>1</td>
<td>#1 The Service Mentality</td>
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<td>#10 Six Steps to Service Recovery</td>
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<td>#11 Seven Keys to a Positive Mental Attitude</td>
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<td>#12 Business Friendly™ Customer Service</td>
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<td>#14 How To Handle The Irate Customer 2.0</td>
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<td>#15 Essential Elements of Internal Customer Service</td>
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<td>#16 Killer Words of Customer Service</td>
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<td>#17 That’s Just Rude!</td>
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A mind-set for serving customers.

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Each Telephone Doctor® program has four support ancillary pieces. Additional materials can be ordered from Telephone Doctor® (See order form on page 28.)

**Leader’s Guides Contain:**
- Tips for trainers
- How to begin a training session
- The objectives of the program
- Discussion questions for each Key Point of the program
- Exercises to involve trainees
- Role-plays
- Overhead transparencies of the Key Points covered in each program

**PowerPoint Presentations Contain:**
- Key points of the program
- The objectives of the program
- Discussion questions for each key point of the program

**Workbooks Contain:**
- Instructions for self-paced training
- Before-and-After Skills Inventory test
- Check Up Report to measure improvement
- Worksheets to write in answers to discussion questions
- A quiz on the material
- The Key Points covered in each program

**Desktop Reminder Cards Contain:**
- Concise recaps of the Key Points covered in each program
- Reminders for behavior modification

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• Remember, Telephone Doctor® offers prescription cures for customer communication ailments. Like a doctor's prescription, encourage participants to use the phrases exactly as taught.

• Lead by example. Start to use these techniques to improve your own performance on the phone.

• Include management and supervisors in this valuable training so that they can mirror and monitor the techniques.

• When you encounter incorrect customer communication procedures, reinforce Telephone Doctor® skills and techniques by referring to the particular program that can help.

• Use the Before-and-After Skills Inventory in the Workbook to show percentage of improvement for all participants. Consider posting these in the workplace. Recognize the “most improved participants.”

• Design evaluation forms to gain feedback from participants after each training session. This will help to improve future sessions!!
Let Telephone Doctor® techniques become a uniform standard of excellence throughout your organization. Reinforcing these skills at every turn helps to guarantee success.

Consider contests and rewards as fun ways to call attention to customer communication training. Some ideas from our customers:
- Encourage peers to “catch someone” doing something right. Reward with points or small gifts.
- Create posters to chart participants’ completion of specific programs.
- Divide participants into teams and challenge teams to eliminate the Five Forbidden Phrases.®

CALL OR FAX YOUR TELEPHONE DOCTOR® ACCOUNT EXECUTIVE TO SHARE YOUR MOST CREATIVE IDEA.
PH: 800-882-9911 FAX: 314-291-3710 EMAIL: info@telephonedoctor.com

Consider these motivational items Telephone Doctor® has available for reinforcement:
- Fuzzy Phones
- “SMILE” Labels
- Mouse Pads

Use these additional training tools to add another dimension to your training:
- Discussion Catalyst™ Series – features eight wrong-way vignettes based around a common theme. Each vignette serves up a challenging situation. Since these subjects are policy related, your group will customize the solution, which works best in your situation.
- New Employee Orientation
- Email Errors
- Call Center Challenges
- More Call Center Challenges
- Debt Collection Challenges

Books
- Telephone Doctor® Book: Telephone Skills From A to Z
- Telephone Doctor® Book: Customer Service Nightmares
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- Web based training options

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