INFLUENCING THE INTERACTION

Leader’s Guide

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INFLUENCING THE INTERACTION  LEADER’S GUIDE

CONTENTS

The Goal of the Course/Objectives .................................................................................................................. 3
Training Outline: INFLUENCING THE INTERACTION.............................................................................. 4-5
Tips for Trainers .............................................................................................................................................. 6-7
Ways You Personally Affect a Customer’s Satisfaction.................................................................................. 8
Before-and-After Inventory Test .................................................................................................................. 9-10
Key Point #1: How you influence the interaction with your MOOD.............................................................. 11
Skill Practice: Activity #1: Cause and Effect of Negative Moods............................................................... 12
Key Point #2: How you influence with your CONFIDENCE ........................................................................ 13
Skill Practice: Activity #2 Building CONFIDENCE ....................................................................................... 14
Key Point #3: How you influence with your PATIENCE .............................................................................. 15
Skill Practice: Activity #3: Patience is a VIRTUE ......................................................................................... 16
Key Point #4: How you influence by explaining BENEFITS ....................................................................... 17
Skill Practice: Activity #4: Features and Benefits ....................................................................................... 18
Key Point # 5: How you influence by BUILDING A RELATIONSHIP ............................................................ 19
Skill Practice: Activity # 5: Rapport Building ............................................................................................... 20
Key Point # 6: How you influence by giving your COMPLETE ATTENTION ................................................ 21
Skill Practice: Activity # 6: Attention to Details .......................................................................................... 22
A Quiz on INFLUENCING THE INTERACTION ......................................................................................... 23-24
Before They Go ............................................................................................................................................. 25
Overhead Transparencies ............................................................................................................................. 26
Instructor’s Notes ........................................................................................................................................... 27-28

About Telephone Doctor Customer Service Training...

Telephone Doctor is a St. Louis based customer service training company that offers products and techniques designed to improve the service skills of customer contact employees. Nancy Friedman, our founder and president, presents this program. Through videos, DVDs, CD-ROMS, web-based courses, books, audio programs and instructor-led workshops, Telephone Doctor has helped tens of thousands of organizations increase revenue, improve customer satisfaction ratings, and reduce employee turnover. For additional information, please visit www.telephonedoctor.com.

And now some legal stuff...

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INFLUENCING THE INTERACTION: The Goal of the Course

Learn how to influence the interaction and do a better job of satisfying your customers.

Objectives:

In support of this goal, participants who have successfully completed this course will have demonstrated, through written and/or verbal exercises, the ability to:

♦ learn and demonstrate understanding of how your mood, confidence, patience, explaining benefits, building relationships and giving full attention can allow every transaction to be better for your customer;

♦ demonstrate examples of how to effectively use the six techniques outlined in this program; and

♦ understand and appreciate how you can influence your customer’s current and future business outcomes.
The long-term value of this program creates a need to utilize the content in a variety of methods. The following outline is based on a more traditional approach of showing the program in its entirety then participating in discussions. Additional uses include:

- One Key Point at a time during a staff meeting.
- Use a single segment as a Buy-In Activity.
- Individual Key Points can be used to add another dimension to other training programs.

### Training Outline:

**INFLUENCING THE INTERACTION**

I. **Introduction to the Topic** (See “The Goal of the Course” page 3)  
   (Approximately 3 min.)
   - State the goal of the course in your opening comments.
   - Include the class objectives.

II. **Getting Acquainted** (see “Tips for Trainers” pages 6-7)  
    (Approximately 15 min.)
   - Introduction of trainer.
   - Use an icebreaker activity or buy-in activity.
   - Administer: Before-and-After Skills Inventory.  
     (see pages 9-10 & Participant Workbook pages 4-5)

III. **View Program:** INFLUENCING THE INTERACTION  
     (Approximately 21 min.)

IV. **Application of Key Points**  
    (Approximately 45-60 min.)
   - Ask discussion questions provided in Leader’s Guide.
   - Participants complete accompanying workbook pages.

V. How do **You** influence the outcome of customer interactions?  
   a. You influence with your MOOD.
   b. You influence with your CONFIDENCE.
   c. You influence with your PATIENCE.
   d. You influence by explaining BENEFITS.
   e. You influence by BUILDING A RELATIONSHIP.
   f. You influence by giving your COMPLETE ATTENTION.

Key Point # 1: How you influence with your MOOD.
   *How Customers will be affected by your mood, energy and enthusiasm.*
   a. Attitudes are normally permanent, while moods are usually temporary.
   b. A good mood and great attitude are contagious.
   c. Learn to be “Business Friendly” with every interaction.

Key Point # 2: How you influence with your CONFIDENCE.
   *How Confidence assures your customer that the interaction is in good hands.*
   a. Your customer expects you to have confidence.
   b. Job Knowledge and Enthusiasm can build Confidence.
   d. Exude confidence in your product, your company, your services, and in yourself.

Key Point # 3: How you influence with your PATIENCE.
   *How Patience and Tolerance will influence the outcome.*
   a. Treat all your customers fairly, regardless of age, ethnicity or physical/mental challenge.
   b. Remember to use Patience, Tolerance, Empathy, Calmness and Not Rushing.
   c. Remember to apply the Golden Rule.
Key Point # 4: How you influence by explaining BENEFITS.
   How you translate features of your product to show benefits to your customer.
   a. Features are what the product will do.
   b. Benefits are what make the features valuable to the customer.
   c. Use the phrase “What this means to you . . .” to clearly emphasize benefits.

Key Point # 5: How you influence by BUILDING A RELATIONSHIP.
   How establishing a “Business Friendly” relationship will influence the outcome for the customer.
   a. A few words of friendly dialogue can help to build a relationship. This is an important step in a
      “Business Friendly” relationship.

Key Point # 6: How you influence by giving your FULL ATTENTION.
   How giving your full attention influences the outcome of the transaction.
   a. Focus on what your customer needs and give your complete attention.
   b. Cell phones, lunch orders, etc. can wait . . . customers shouldn’t and won’t.

Recap of INFLUENCING THE INTERACTION
You can influence any customer interaction by: (Approximately 5-7 min.)
   a. Having a good attitude; it’s contagious.
   b. Exuding confidence in your product, your company and yourself.
   c. Treating all your customers equally—regardless of age, ethnicity or physical/mental challenge.
   d. Translating the features of your product to demonstrate benefits to the customer.
   e. Using a few words of friendly dialogue at the onset to build a relationship with your customer.
   f. Giving customers your full attention.

VI. Wrap Up – Select method of review.
   A. Use a commitment activity (see example in the Participant Workbook).
   B. Distribute INFLUENCING THE INTERACTION Desktop Reminder cards to participants.
   C. Ask participants to complete your evaluation of the session. (If used).

Note: The total length of this class as outlined here is approximately 90 minutes.
   (Note: All Telephone Doctor programs can be made into several length sessions. From showing the
   program – a mere 21-minute program from takeoff to landing - or as much time as you need, up to a
   full day program). It’s whatever you put into it.

For each skill practice included in the session, increase the total length of the class by approximately 10
minutes.
**Tips for Trainers**

In order for participants to receive the maximum benefits from this course, here are some tips for success.

**Assemble Learning Resources**

1. Locate the DVD program: *INFLUENCING THE INTERACTION*.
2. Use Participant Workbooks (on a separate CD-ROM); this will greatly enhance the training.
3. Distribute Telephone Doctor Desktop Reminder Cards *at the end of the session* for each participant; this will encourage behavior modification.
4. You’ll need:
   A. A TV and DVD player or computer with DVD ability with speakers can also be used.
   B. A flip chart or white board and markers, or chalkboard and chalk.
   C. PowerPoint or an overhead projector and screen (both optional). Overhead transparency copy is provided in the back of this guide. PowerPoint presentations are provided on a separate CD-ROM with a complete Telephone Doctor Library purchase.

**Create a Comfortable Physical Learning Environment**

1. Choose a comfortable, well-lit room with good TV sight lines and no distractions.
2. Arrange straight tables in a U-shaped set-up or use round tables. Either way, it is important that each participant be able to make eye contact with other participants.
3. Use name tents or nametags for class participants.
4. Encourage note taking by using designated pages in the Participant Workbook or supply pencil and paper.
5. Schedule breaks every 1½ to 2 hours (maximum 4 hours or as needed).
6. To assure participation by all attendees, we suggest a maximum class size of 25.

**Starting the Session**

1. Introduce yourself. Give the participants a brief sketch of your experience and how you relate to the training subject. The more comfortable the participants are with you, the more effective you will be in facilitating their learning.
2. Allow the participants to get comfortable with each other. Use self-introductions or icebreaking exercises to get the group relaxed.
   A. The participants can use your introduction as a model, which will help them overcome any natural reluctance to talk about themselves.
   B. Divide the class into groups of two. Give each pair of participants about 3-5 minutes to interview each other. Each one, in turn, introduces his or her partner to the group. This will speed the process of getting the participants to function as a group.
   C. Multiple sources for icebreaker exercises exist. Visit your favorite bookstore, local library or Internet sites for numerous resources.
3. Acquaint the participants with “housekeeping” items, such as the location of restrooms and lounge facilities, breaks, etc.
4. Establish clear goals. The specific learning objectives for this class are included in this Leader’s Guide. Keep in mind that the clearer the participants’ understanding of their objectives, the more likely it is that they will achieve those objectives.
Tips for Trainers (continued)

Involving the Participants

1. The *Before-and-After Skills Inventory* has a dual purpose. It can be used as a pre-test/post-test exercise or as a buy-in activity. Using the *Skills Inventory* sets the stage for immediate involvement. (See pages 9-10, also in Participant Workbooks and provided on a CD-ROM for easy duplication)

2. Choose the vignettes that best meet your needs. Decide the viewing method that works best (start/stop, all inclusive, minus the review segment, etc.).

3. When using Telephone Doctor Participant Workbooks, there are a variety of ways to complete the questions.
   A. Divide the participants into two groups, assign each group a page, and have the group prepare to discuss one or two questions from each page.
   B. Prior to class, instructor selects most pertinent questions to be completed during class.
   C. Assign homework to participants to complete remaining questions. Be sure to let participants know when you expect the completed assignments.

4. Verify participant understanding by asking questions. **Make the participants do most of the work.** Resist the urge to take over. Facilitate – but don’t dominate. Ask questions, coax answers, and encourage give and take.
   A. Encourage involvement of participants by beginning questions with such phrases as:
      1) "What did you think about that?"
      2) "Tell me what you just saw."
      3) "That was interesting; what was your take on it?"
      4) "What were your initial impressions?"
      5) "How did that make you feel?"
      6) Don’t forget, "How do you think the customer felt?"
   B. Reduce participant’s apprehension by positively reinforcing their comments with statements such as:
      1) "That’s interesting; tell me more about what you mean."
      2) "I hadn’t considered that angle yet."
      3) "Okay, thanks for sharing that with us."
      4) "That’ll be one of the things we need to consider."
      5) "I really like your insight."
      6) "That’s sure a unique perspective. Who else has some ideas?"
   C. Reward participants for their enthusiastic participation. Prizes always are coveted and Telephone Doctor has many fun promotional items available for purchase, including fuzzy phones, mirrors, buttons, etc. And, of course, candy (preferably chocolate) always works!
INFLUENCING THE INTERACTION:  
Ways *You* Personally Affect a Customer’s Satisfaction

**Discussion Questions:**

1. What is the purpose of this program?
   Answer:
   A. To show how a “Business Friendly” attitude can positively influence each interaction with your customers.
   B. To illustrate six common practices that will help you effect and influence the interaction.

2. How can you influence the outcome of every customer interaction and how is this accomplished?
   Answer:
   A. We want you to be aware of the fact that you can positively influence every transaction.
   B. Your mood, confidence and enthusiasm have a major positive effect on every customer.
   C. You can transfer a more positive experience to your customer by being proactive and developing a “Business Friendly” attitude.
   D. You influence the interaction through your mood, enthusiasm, confidence and attitude.
   E. You also can influence the interaction by taking time to translate benefits to your customer, showing patience and establishing a “Business Friendly” approach.

3. What are the key points to be discussed today?
   Answer:
   A. The importance of your mood, attitude and enthusiasm.
   B. The importance of your confidence.
   C. The importance of your patience, tolerance and understanding.
   D. The importance of explaining benefits to the customer.
   E. The importance of establishing a “Business Friendly” relationship instead of a cold, anonymous interaction.
   F. The importance of giving your customer your full attention throughout the interaction.

**Bonus Tip:**

*Job Knowledge and Enthusiasm can bring Confidence!*

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Before-and-After Skills Inventory

Before watching the program “Influencing the Interaction”, have participants answer the questions below to the best of their ability. Don’t score your answers yet. At the end of the course, complete the second part of the Before-and-After Skills Inventory and then score both your “Before” and “After” responses. The difference between the 2 scores will show them how much they’ve improved.

Answers are BOLDED in Leader’s Guide.

Before  After

1. You have no control over the mood you show to others.  True / False

2. You can transfer a positive mood to your customer by:
   A. By being proactive.
   B. By giving customers your complete attention.
   C. By showing enthusiasm and job knowledge.
   D. All the above.

3. Job knowledge and enthusiasm can convey confidence.  True / False

4. Is it possible to have a great attitude and be in a “bad” mood?
   A. It’s impossible to do both at the same time.
   B. Only if you have severe emotional/psychological problems.
   C. Yes, it is possible to have a great attitude, yet temporarily be in a “bad” mood.
   D. Only during the week of the full moon.

5. It’s a fact that a person with a good attitude can get out of a bad mood quicker.  True / False

6. Your confidence tells your customer:
   A. You’re making a good salary every month.
   B. Nothing. They don’t talk to you long enough to learn something like that.
   C. It reassures the customer that they’re getting the best products, services and information for their needs.
   D. You’re probably going to charge more than your competitor.

7. By understanding and knowing your products and services, you’re showing off to the customer.  True / False
### Before-and-After Skills Inventory (continued)

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>8. Customers who may require more patience are:</td>
<td>A. Senior citizens, those with English as a second language, some handicapped individuals.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Keeping you from making the most money possible.</td>
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<td></td>
<td>C. More trouble than they’re worth.</td>
<td></td>
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<td></td>
<td>D. To be avoided at all costs.</td>
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</tr>
<tr>
<td>9. Customers buy because of benefits, not features.</td>
<td>True / False</td>
<td></td>
</tr>
<tr>
<td>10. Creating a bond with your customer is</td>
<td>A. A waste of time and energy.</td>
<td></td>
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<tr>
<td></td>
<td>B. Takes away from your call times.</td>
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<td></td>
<td>C. Can get you more presents during the holidays.</td>
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<tr>
<td></td>
<td>D. Can result in repeat business and extra revenue from referrals.</td>
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<tr>
<td>11. It doesn’t matter if you smile or not when you’re on the phone.</td>
<td>True / False</td>
<td></td>
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<tr>
<td>12. Distractions in your workplace include:</td>
<td>A. Fellow employees.</td>
<td></td>
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<td></td>
<td>B. Being asked to do something other than help a customer.</td>
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<tr>
<td></td>
<td>C. Computer problems, cell phones etc.</td>
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<tr>
<td></td>
<td>D. All the above.</td>
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<tr>
<td>13. Building rapport is just another way of saying “wasting time” with a customer.</td>
<td>True / False</td>
<td></td>
</tr>
<tr>
<td>14. An easy way to let co-workers know you’re with a customer is to:</td>
<td>A. Put your customer on hold and tell everyone else to “Shut up!”</td>
<td></td>
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<td></td>
<td>B. Quickly take care of the pizza fund or whatever and move on.</td>
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<td></td>
<td>C. Use hand gestures to indicate you’re on the phone with a customer.</td>
<td></td>
</tr>
<tr>
<td>15. It’s possible for your good attitude to influence the mood of your customer?</td>
<td>True / False</td>
<td></td>
</tr>
</tbody>
</table>
Key Point 1: How you influence the interaction with your MOOD.

Discussion Questions:
1. Why is your mood important to your customer?
   Answer:
   A. Your attitude is contagious – “GOOD” or “BAD”.
   B. You can influence the customer by being in a good mood.
   C. Your mood is often reflected (or mirrored) in the response of your customer.

2. Is it possible to have a great attitude and be in a bad mood?
   Answer:
   A. Yes, it is possible to have a great attitude, yet temporarily be in a bad mood.
   B. Your goal is to resist the temporary bad mood during any customer interaction.
   C. It’s a fact that the person with a good attitude will get out of a bad mood quicker.

3. How do proactive customer service providers transfer important, intangible traits to a customer?
   Answer:
   A. The best service providers do it subconsciously.
   B. The first step is to determine the mood of your customer.
   C. You can transfer your good mood to your customer through your enthusiasm, tone of voice and attention to detail.
   D. You’ll often find your customer will begin to reflect the mood you’re showing them.

4. Wouldn’t you rather work with happy customers?
   Answer:
   A. You have the ability to encourage and influence your customers to be in a better mood.
   B. You can help improve their mood by transferring your own good mood to them.

5. How can you learn to consistently deliver excellent customer service?
   Answer:
   A. By learning how to be “Business Friendly”.
   B. The techniques in this program can make every transaction better.

TELEPHONE DOCTOR PRESCRIPTION:
How customers will be affected by your mood, energy and enthusiasm
♦ Attitudes are normally permanent, while moods are usually temporary.
♦ A good mood and great attitude are contagious.
♦ Learn to be “Business Friendly” with every interaction.
Skill Practice: Activity #1  Cause and Effect of Negative Moods

On a Flip Chart or Dry Erase Board – Brainstorm with your group:

What ‘can’ cause a negative mood?

Expect to hear things like:

Traffic, weather, illness, construction, conflicts at home or in the office, financial problems, car problems, etc.

Which of these do you have some control over and can you affect with a positive mood?

Let’s eliminate the roadblocks that could impede your success. There are always roadblocks to overcome as we move to eliminate our bad moods.

Select one roadblock to work on. For every negative message you encounter, turn it into a positive one.

For example, "I'm going to fail because I don't feel well." can turn into "I have everything that I need to succeed." It takes practice daily to be successful.

<table>
<thead>
<tr>
<th>What causes ‘BAD’ Moods?</th>
<th>What can we control?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>What steps can we take to succeed and alter this mood?</td>
</tr>
</tbody>
</table>
Key Point 2: How you influence with your CONFIDENCE

Discussion Questions:
1. What does your customer expect you to be confident about?
   Answer:
   A. About your products. Your company. And, yourself - the company’s representative.
   B. As you’ve heard many times, you are the company and your confidence helps customers believe they’re using the right resource.

2. What does confidence show your customer?
   Answer:
   A. Job Knowledge and Enthusiasm can build Confidence with customers.
   B. Confidence should be shown in all aspects: your company, your product, yourself.
   C. By demonstrating confidence, service professionals are more of a consultant to the customer. It reassures the customer that they’re getting the best products or services for their needs.

3. What does lack of confidence do?
   Answer:
   A. It creates doubt in the customer’s mind.
   B. It reflects poorly on the company and may result in lost sales.

4. What’s the best way to show your customer your confidence?
   Answer:
   A. By being “Business Friendly”
   B. By asking questions to determine the focus of their needs.
   C. By understanding and knowing your products and services.

TELEPHONE DOCTOR PRESCRIPTION:

How confidence assures your customer that the interaction is in good hands.
♦ Your customer expects you to have confidence.
♦ Job Knowledge and Enthusiasm can build Confidence.
♦ Exude confidence in your products, your company, your services and in yourself.
Skill Activity: Activity #2 Building CONFIDENCE with INFLUENCING THE INTERACTION Techniques

Discussion Questions:
1. How can your negative MOOD affect customers?
2. How can you affect customers’ perception by being PATIENT?
3. How can explaining BENEFITS affect your customers?
4. Why does BUILDING RAPPORT impact your customers?
5. Why does giving your COMPLETE ATTENTION make a difference?

Some of us directly sell products and others "sell" assistance, good treatment, or ideas. And no matter what type of customer interaction we engage in, it's important that we express ourselves in a confident manner.

Another way customers lose confidence in our employees is the use of WEAK, WIMPY WORDS. You'll appear less confident about the message you're trying to get across to co-workers or customers. While they may seem harmless on their own, weak, wimpy words will subtly undermine the effectiveness of your business communication.

EXAMPLES OF WEAK, WIMPY WORDS

‘JUST’ as in "I was JUST calling to tell you about the new communication course we’re offering." Replace with, "I’m calling to tell you about the new communication course we’re offering!"

‘THINK’ as in "I THINK this sentence will be much stronger without those first two words." Replace with, "This sentence is much stronger without those first two words!"

WONDERING and MIGHT, as in "I was WONFERING if you MIGHT want to go to lunch and discuss our business proposal?" Replace it with, "Would you like to go to dinner and a movie this weekend?"

Put another way, removing weak, wimpy words from your vocabulary will help you communicate with greater confidence!

- **Brainstorm on a Flip Chart:**
  - Step I - List examples of ineffective Weak / Wimpy words that we hear everyday.
  - Step II - Then spend a few minutes listing effective alternatives.

<table>
<thead>
<tr>
<th>Ineffective</th>
<th>Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel</td>
<td>I know</td>
</tr>
<tr>
<td>I believe</td>
<td>I'm confident</td>
</tr>
<tr>
<td>If</td>
<td>When, By</td>
</tr>
<tr>
<td>Suggest</td>
<td>Recommend</td>
</tr>
<tr>
<td>Sort of</td>
<td>It is</td>
</tr>
<tr>
<td>Might</td>
<td>Will, Definitely</td>
</tr>
<tr>
<td>Problem</td>
<td>Challenge</td>
</tr>
<tr>
<td>Worried</td>
<td>Concerned</td>
</tr>
<tr>
<td>Share</td>
<td>Discuss</td>
</tr>
</tbody>
</table>
Key Point 3: How you influence with your PATIENCE.

Discussion Questions:
1. What’s more important, patience or call times?
   Answer:
   A. Both are important and one does not negate the other.
   B. The best way to work productively is to be patient with customers who need it (i.e., senior citizens, where English is a second language, various regional dialects, etc.).

2. What are some other words for patience?
   Answer:
   A. Tolerance.
   B. Empathy.
   C. Calmness.
   D. Not Rushing.

3. How did the customer interaction differ when Shawn shows some patience to her customer?
   Answer:
   A. The customer sensed her understanding right away and was able to relax and focus more clearly.
   B. At the end of the interaction, the customer thanked her and complimented her skills.
   C. Shawn put her customer at ease by applying the Golden Rule: “Do unto others, as you would have them do unto you.”

TELEPHONE DOCTOR PRESCRIPTION:
How Patience and Tolerance will influence the outcome.
♦ Treat all your customers fairly, regardless of age, ethnicity or physical/mental challenge.
♦ Remember to use Patience, Tolerance, Empathy, Calmness, and Not Rushing.
♦ Remember to apply the Golden Rule.
Skill Practice: Activity #3 Patience is a VIRTUE

Use as a BUY IN activity - ask the class: “Is being patient with every caller important to your company’s success?” Discuss their responses and divide the class into two groups.

- **Have group ONE discuss what can happen when customer’s are rushed and treated like an interruption?**

  Expect to hear things like:
  - They won’t be repeat customers.
  - They get frustrated and need to call again with more questions.
  - They don’t feel important.
  - They perceive us as being RUDE and unfriendly.
  - They don’t want to be a ‘bother’ and won’t ask for help in the future.

- **Have group TWO discuss what can happen when customers are treated unfairly or discriminated against?**

  Expect to hear things like:
  - They will tell others how we treated them.
  - It will negatively affect our name and reputation within the community.
  - They will take their business and funds to our competition.
  - We are poor ambassadors for our company.
  - Our business will fail or lose needed revenue to grow.

- **Compare the groups’ answers and reiterate the Key Points in this program.**
  - Then ask the entire group:

- **How can our company be more patient with ALL our callers?**

Discuss the responses and make a PLAN OF ACTION on a FLIP CHART.

<table>
<thead>
<tr>
<th>Patience Plan of Attack:</th>
</tr>
</thead>
</table>
Key Point 4: How you influence by explaining BENEFITS.

Discussion Questions:
1. What is the difference between features and benefits?
   Answer:
   A. Features are what your product will do.
   B. The Benefit is what makes the feature valuable to the customer.
   C. Features are "we" or "company" items and benefits are "customer" items.

2. What happens if you only discuss features with your customer?
   Answer:
   A. Your customer might stop paying attention to you. It will begin to sound like a laundry list.
   B. Customers may look elsewhere to fulfill their needs.
   C. There will probably be no opportunity for repeat business.
   D. Discuss how listing features alone could happen in your organization.

3. How can you relay benefits to your customer?
   Answer:
   A. By relating the feature to what it means to the customer.
   B. Use phrases like, “and what that means to you is . . .”.

4. Do Customers buy because of features or benefits?
   Answer:
   A. Features are important to your company.
   B. Benefits are what is important to customers.
   C. Customers buy because of benefits, not features.
   D. By relating benefits, you’re influencing a successful outcome in the interaction.

TELEPHONE DOCTOR PRESCRIPTION:
How you translate features of your product to show benefits to your customer.
♦ Features are what the product will do.
♦ Benefits are what make the features valuable to the customer.
♦ Use the phrase “What this means to you . . .” to clearly emphasize benefits.
Skill Practice: Activity #4 Features and Benefits:

Commonly accepted marketing wisdom suggests that customers like benefits. They don’t give a 'HOOT' about features.

This activity requires some preparation before class. On the left side of a piece of paper, make a list of your product or service’s features. On the right side, leave a blank after Benefit: for your staff to fill-in the corresponding benefit(s).

**Examples:** ACME Company sells Widgets and Doodads:

- **Widgets**  **Feature:** Have a lifetime guarantee  **Benefit:** You’ll NEVER need to buy another Widget!
- **Doodads**  **Feature:** Acme’s Doodads have an accessory pack  **Benefit:** Everything is included in the package.

**More Examples:**

- **Heaters**  **Feature:** It comes with a timer.  **Benefit:** Your house will be warm when you get home.
- **Lipstick**  **Feature:** Patent-pending co-enzyme light diffusing  **Benefit:** Your lips will be glossier.
- **TiVo**  **Feature:** Programmable recording function  **Benefit:** You’ll never miss your favorite shows.
- **Pants**  **Feature:** Lycra panels at the waist  **Benefit:** You will look 10 pounds slimmer.
- **Phone Service**  **Feature:** Call forwarding  **Benefit:** You’ll never miss another important call.
- **Web Design**  **Feature:** Knowledge of PHP, AJAX, JavaScript, etc.  **Benefit:** You’ll have a pretty website.

- Then as a group, have your attendees share their lists and compare responses.

**Ask the class:**

- How will explaining the benefits improve our client relations?

Discuss responses and use this information to improve your current approach with customers.
Key Point 5: How you influence by BUILDING A RELATIONSHIP.

Discussion Questions:
1. What can you provide that an automated voice cannot?
   Answer:
   A. The human element . . . the response of another human being.
   B. An automated response device also can answer questions, record answers, etc. but it doesn’t show empathy or other emotions like a fellow human can.
   C. A few words of friendly dialogue will usually start to establish a relationship with your customer.

2. Why is establishing a relationship important?
   Answer:
   A. A few friendly touches change an impersonal relationship to a friendlier one.
   B. It’s not about becoming best friends; it’s about building a little warmer bond.
   C. Creating a bond with your customer can result in repeat business and extra revenue from referrals.

3. Won’t this take time away from other customers?
   Answer:
   A. Separating yourself from an automated response system only takes a few friendly words.
   B. It is realistic to expect you to build a little warmer bond and keep your calls on track.
   C. Keeping a smile on your face can go a long way on INFLUENCING THE INTERACTION.

4. What is another way to describe building a relationship with your customer?
   Answer:
   A. “Business Friendly” customer service.
   B. Taking a few seconds to let the customer know you relate to them as a human being rather than just a sale.

TELEPHONE DOCTOR PRESCRIPTION:

How establishing a “Business Friendly” relationship will influence the outcome for the customer.

♦ A few words of friendly dialogue can help to build a relationship. This is an important step in a “Business Friendly” relationship.
Skill Practice: Activity #5 Rapport Building

Life is a series of rapport building opportunities. When you seize those moments and you’re obviously friendly, you’ll be remembered!

Just as we use social skills to make personal friendships, we use rapport-building skills to make business friendships.

Here are three examples of Rapport Building Opportunities that your customers may say. Have the class write down their answers and discuss their obviously friendly questions to follow-up with.

1. I’ll be out of the office next week on vacation.
   
   ________________________________________________
   o Are you going somewhere fun?
   o Good for you, when’s a good time for us to reconnect?
   o Can I come with you?

2. I’m leaving early today for my son’s game.
   
   ________________________________________________
   o Oh, what sport does he play?
   o Wonderful, how old is your son?
   o What kinds of sports are you passionate about?

3. Tuesday’s my anniversary.
   
   ________________________________________________
   o What type of anniversary are you celebrating?
   o Congratulations - how many years?
   o What special plans have you made to celebrate the occasion?

Discuss what happens if you don’t seize Rapport Building opportunities?

   o You might not be remembered.
   o You’ll blend in with the gray mass of ‘AVERAGE’, doing only the minimum.
Key Point 6: How you influence by giving your COMPLETE ATTENTION.

Discussion Questions:
1. What are some of the distractions in your workplace?
   Answer:
   A. Distractions can include fellow workers, computer issues, cell phones, lunch plans, etc.
   B. To give really great customer service, we need to ignore distractions and focus on our customer’s needs.
   C. Full attention to your customer is your primary responsibility.

2. What happens when you don’t give your customer 100% of your attention?
   Answer:
   A. Lack of full attention helps influence the mood of the customer for the worse.
   B. Lack of full attention will create a poor impression with your customer.
   C. Lack of full attention is also how many mistakes happen.

3. How do you handle interruptions by co-workers?
   Answer:
   A. Raising your hand is a common way customer service reps signal to co-workers that they’re with a customer.
   B. Turn cells off and take care of the pizza fund later. Pizzas can wait, your customers shouldn’t and won’t!

TELEPHONE DOCTOR PRESCRIPTION:
How giving your full attention influences the outcome of the transaction.
♦ Focus on what the customer needs and give your complete attention.
♦ Cell phones, lunch orders, etc. can wait . . . customers shouldn’t and won’t.
Skill Practice: Activity #6 Your Complete Attention to Details

Group discussion:
  - Discuss effective ways to offer your complete attention to others.

Role Play Exercise:
  - Select participants to read the character lines below.

Caller says:
  “Hi, this is Brian from Acme Sales, is Katy available?”

Responses:
A. Ineffective:
   “Hold Please.” or Silence

B. Effective:
   “Hello Brian. Certainly, I’ll be happy to connect you with Katy in our Sales Department, I’ll transfer you.”

Caller says:
  “I’d like to order 3 pairs of jeans: XO123 waist: 32” length: 34”?

Responses:
A. Ineffective:
   “Okay, anything else?”

B. Effective:
   “Wonderful, let me confirm your order:
   3 pairs of jeans: waist 32” length 34” – is that correct? And your shipping address is?”

Caller says:
  “Let Sylvia know I called.”

Responses:
A. Ineffective:
   “Okay, I will.”

B. Effective:
   “I’ll be sure Sylvia gets the message.
   And I’m speaking with?
   And your phone number is?”
A Quiz On

**INFLUENCING THE INTERACTION:**

Answers are **BOLDED** below.
Participant Workbook has this Quiz on pages 13 and 14; corresponding answers on page 18.

1. True or False – It’s possible to have a great attitude and be in a bad mood.
   Answer:
   **TRUE - it is possible to have a great attitude, yet temporarily be in a bad mood.**
   **Your goal is to resist the temporary bad mood during any customer interaction.**

2. How do proactive customer service providers transfer important, intangible traits to a customer?
   Answer:
   A. The best service providers do it with a stick and duct tape.
   B. **To conscientiously achieve this, first you must read the mood your customer is in.**
   C. Finds ways to transfer your bad mood to the customer.

3. True or False – Working with happy customers makes your job more enjoyable.
   Answer:
   **TRUE – Working with happy customers makes your job better. You have the power, the influence,**
   **to have your customer be in a good mood. If they are not in a good mood, you can help improve**
   **their mood by transferring your own to them.**

4. What does your customer expect you to be confident about?
   Answer:
   A. **About your products. Your company. And, yourself, the person he is dealing with.**
   B. As you’ve heard many times, you are perfect and should brag about yourself.

5. What does lack of confidence do?
   Answer:
   A. **It creates doubt in the customer’s mind.**
   B. It encourages your customers to trust you.

6. What is more important; patience or call times?
   Answer:
   A. **Both are important.**
   B. Patience - The best way to work productively is to be patient with customers who need it
   (i.e., senior citizens, where English is a second language, various regional dialects, etc.).
A Quiz On

**INFLUENCING THE INTERACTION:** (continued)

7. What is the difference between features and benefits?

   Answer:
   - A. Features are what your product will do.
   - B. The Benefit is what makes the feature valuable to the customer.
   - C. Features are “we” or “company” items and benefits are “customer” items.
   - D. All of the above

8. True or False – You can relay benefits to your customer?

   Answer:
   - TRUE - By relating the feature to what it means to the customer.
   - Use phrases like, “and what that means to you is . . .”.

9. What can you provide that an automated voice cannot?

   Answer:
   - A. The human element . . . the response of another human being.
   - B. Automated devices can become your best friend and answer all questions and shows empathy or other emotions.

10. True or False – You are able to prevent interruptions by co-workers?

    Answer:
    - FALSE – “Interruptions happen!” Raising your hand is a common way customer service reps signal to co-workers that they’re with a customer.
Before They Go

In order to reinforce the skills and techniques that have been addressed, choose one or more of these reinforcement options.

Choose Methods of Review

A. Additional discussion questions may be provided in this Leader’s Guide for your use.
B. This Guide and the corresponding CD ROM Participant Workbook also provides a 10-point quiz directly related to skills shown in the program.
C. Telephone Doctor® overhead transparencies are a useful way to reinforce the Key Points made during the course. Notice the Key Points are identical to the Telephone Doctor Prescriptions located throughout the Leader’s Guides and Participant Workbooks.
D. More great news! By purchasing the program, INFLUENCING THE INTERACTION, Telephone Doctor grants permission to recreate the Overhead Transparency pages in a PowerPoint presentation or copy the pages to create overhead transparencies.
E. If you are using the Before-and-After Skills Inventory to evaluate training effectiveness, instruct participants to re-take the inventory and compute scores to evaluate improvement. Congratulate participants on their improvement.

Your Finalé

A. Change is more likely to occur if participants commit to implementing skills and techniques discussed during this course. Various resources are available illustrating commitment exercises. We have included a Call to Action commitment exercise in the corresponding CD ROM Participant Workbook.
   ▪ Experts say that it takes a minimum of 21 days to change a behavior.
   Let’s start creating a successful plan by writing down three new skills from INFLUENCING THE INTERACTION. Your level of readiness to change will determine how successful you are, and how much time it will take. But you need to be ready, able and willing to make change happen in 21 days.
B. In order to evaluate training success and identify areas to improve, provide participants with the opportunity to make comments using evaluations. This is a prime opportunity to identify future training needs.
C. Distribute Telephone Doctor® Desktop Reminder Cards. They provide participants with a quick reference of important key points discussed in the course. This enables participants to have an ongoing reminder of skills needed for improvement.
Key Points: INFLUENCING THE INTERACTION

Key Point # 1: How you influence with your Mood.
♦ Attitudes are normally permanent, while moods are usually temporary.
♦ A good mood and great attitude are contagious.
♦ Learn to be “Business Friendly” with every interaction.

Key Point # 2: How you influence with your Confidence.
♦ Your customer expects you to have confidence.
♦ Job Knowledge and Enthusiasm build confidence.
♦ Exude confidence in the product, your company, your services and in yourself.

Key Point # 3: How you influence with your Patience.
♦ Treat all your customers fairly, regardless of age, ethnicity or physical/mental challenge.
♦ Remember to use Patience, Tolerance, Empathy, Calmness, and Not Rushing.
♦ Remember to apply the Golden Rule.

Key Point # 4: How you influence by explaining Benefits.
♦ Features are what the product will do.
♦ Benefits are what make the features valuable to the customer.
♦ Use the phrase “What this means to you . . .” to clearly emphasize benefits.

Key Point # 5: How you influence by Building a Relationship.
♦ A few words of friendly dialogue can help to build a relationship.

Key Point # 6: How you influence by giving your Complete Attention.
♦ Focus on what the customer needs and give your complete attention.
♦ Cell phones, lunch orders, etc. can wait . . . customers shouldn’t and won’t.
Instructor Notes