

Communication for CSRs

Gain confidence with your communication style.

Become a calm, confident professional.

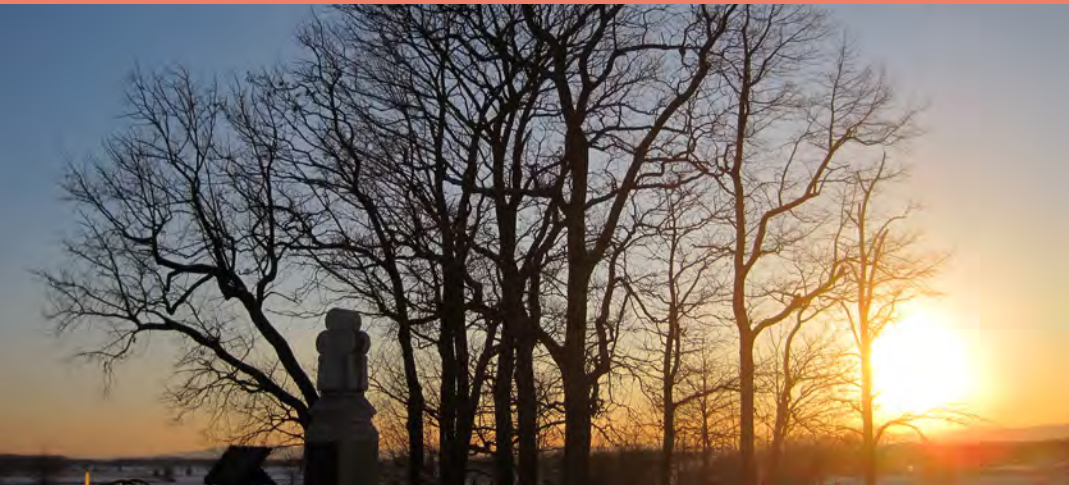
Perfect five communication methods.

Refine two fundamental communication skills.

Effectively manage several communication scenarios.

**One day of classroom instruction, practice,
and individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN:

The fundamental principles for becoming a highly skilled CSR:

1. Four areas of communication.
2. Three professionalism principles.
3. Five communication methods.
4. Two communication skills.
5. Ten common scenarios.

ABOUT Communication for CSRs

Establish a foundation for superior customer service

Your customer service representatives (CSRs) form the front line of interactions with your customers. Their competence and professionalism go a long way toward the success of your company. Our *Communication for CSRs* class teaches the fundamental skills for your CSRs to excel at their job, leaving a favorable impression on your customers and enhancing your reputation in the marketplace. Once completed, your managers can use the principles from this class as a basis for periodic employee reviews, thus improving the overall performance of your CSRs.

You gain the added benefit of ensuring that skills learned in this class transfer to the job. We employ myriad techniques that help bring these skills back to your job. Through a series of discussions, individual and group activities, questions, exercises, and scenarios, you learn fundamental concepts, and then apply them to real-life situations. You leave our classroom with the tools necessary to become a consummate customer service representative.

CLASSROOM TOPICS

Communication for CSRs consists of five units: About Communication, Professionalism, Communication Methods, Communication Skills, and Common Communication Scenarios.

About Communication

Focus on four areas of communication:

- ◆ Understand the basic principles for effective communication.
- ◆ Consider your three main audiences.
- ◆ Choose your most effective communication style from the three discussed.
- ◆ Identify whom you represent in every communication.

Professionalism

Become a competent professional by:

- ◆ Employing diplomacy in every situation, even the most difficult ones.
- ◆ Effectively managing your accounts.
- ◆ Solving problems for your customers.

Communication Methods

Virtually all of your communication takes place without your customer being physically present. Learn to identify the best method for communicating in any situation.

Email: Learn the five components of effective emails, as well as many tips for writing and managing your daily volume.

Instance Messaging: Master how to use instant messaging, and when.

Telephone: Learn eleven strategies for telephone conversations, including how to take notes and summarize important points.

Conference Calls: Simplify your conference calls while gaining the outcomes you want by employing ten strategies.

Voice Mail: Leave effective voice messages that gain results by following nine techniques.

Communication Skills

Otherwise known as people skills, learn to write and listen to communicate clearly and concisely.

Writing: Employ the power of the printed word to communicate clearly by following and practicing twenty principles for effective written communication.

Listening: Make no mistake: listening is your most powerful tool for effective and efficient communication. Learn the three basic steps for effective listening, as well as the nuances of both verbal and nonverbal listening.

Common Communication Scenarios

Play out these common scenarios as a way of applying your communication skills.

Common Problems: These can be quite vexing and can tax your patience. Learn techniques for effectively handling personality conflicts, abusive behavior, incompetence, ignorance, and untimely responses.

Common Situations: Handle situations that come up over and over by establishing a process to streamline your work and satisfy your customers' needs.

Back on the job, confidently apply these techniques to better attend to your customers and enhance your CSR professionalism.

SOLARI'S LEAD INSTRUCTOR

Rich Maggiani



Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.