



effective customer/client service and telephone skills



**Results Oriented  
Sales Academy**

by Buki Mosaku

International consultant, highly sought-after  
speaker and corporate sales trainer

[www.rosacad.com](http://www.rosacad.com)

# effective customer/ client service and telephone skills

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## course overview

The objective of this workshop is to maximise customer/client servicing skills of customer service teams whilst improving the customer experience in demanding operational environments.

## who should attend?

Anyone who has responsibility for servicing clients, account handling, sales support, as well as up-selling/ cross selling services, solutions or products to existing clients as part of this role.

## objective

The objective of this programme is to increase and improve customer, operational and client service teams's ability to empathise with customers and thereby improve the customer experience. Clients must perceive the customer service teams as partners working on their behalf, as opposed to obstacles to a solution. Emphasis will be placed on ensuring clients feel the client/customer service agent understand their requirements and are doing everything in their power to help the customer and reduce their frustrations when applicable, whilst managing client expectations through greater ownership and accountability.

## having attended this workshop your team will be able to:

- Improve customer experience by empathising with client concerns
- Improve clarity and consistency of messages to customers on all calls
- Improve quality of email correspondence
- Increase efficiency by using the telephone more often to deal with issues
- Resolve conflicts whilst retaining client credibility and respect
- Know how to engage clients in the extended conversation
- Know the right questions to ask and when to ask them
- Improve their ability to manage client expectations
- Anticipate and understand customer requests/responses on the phone
- Know how to solve the problems before they become major complaints
- Know how to lead and control the call without upsetting customers
- Anticipate and turn around complaints
- Improve listening skills and resolve issues
- Develop an effective, comfortable, personal approach
- Have more confidence at dealing with issues and complaints
- Differentiate call approaches depending on customer personalities
- Make better judgment calls on the necessity for escalation
- Focus the call and handle issues to the clients satisfaction
- Develop an effective, comfortable, personal approach



## course style

This course is highly interactive and participative and will provide opportunities for client services delegates to apply workshop methodology using role play and to develop action plans designed to increase client usage of their services, products and solutions.

## course duration

1 day workshop. Number of Participants 8-12

or

1 and 2 day workshops with 3 day follow through.



Department of Education  
Western Cape

## programme agenda

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#### Day 1

9:30 a.m

The Customer Service Cycle  
Principles of Good Client Service  
The Mission Statement

Responding to customer queries and issues:

Inbound & Outbound call approaches

Email Correspondence

Phone or Email?

Information gathering

Presenting options or solutions

Verification

Resolution & Commitment

Coordinated Responses

Role-Play

Conflict Resolution & Complaints:

Behaviour styles

Managing Expectations

Climbing the Mountain of Anger

Painting a self portrait

Communication Styles

Speaking your customer's language

Listening skills

Role Play

1:00 p.m

Lunch

Adding value to client relationships:

Transition Phrases

3rd Party Endorsement

Qualification Statement

The By the Way technique

Courtesy Follow-up call

Role Play

5:30 a.m

Wrap-up

Day 2

Dialogue Templates

Demand led or Task led Prioritisation?

Live call/ Analysis and Feedback

Email correspondence Analysis and Feedback

Techniques to Improve Overall effectiveness

Action Planning & Objective setting



## about your trainer – Buki Mosaku

Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GIG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



"Buki's training was delivered energetically and enthusiastically and was enjoyed by all participants. His approach helped provide focus and structure to the team's activities leading to the progression of a number of leads".

Nicholas Birchall Head of UK Defined Benefit Client Relations



"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin



Buki Mosaku is a credible trainer-he deals with real situations. Very practice...targeted focused training

Mark Browning, MD Production ITN



...the team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."



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Laurence Smith | Senior Client Manager

AON Limited | Private Clients



"Many thanks again for a great session really enjoyed it - some very helpful tips...for the Account Managers - look forward to the next sessions!!"

Myra Lyons, Senior Account Manager, Digital Look



"Feedback was excellent....was very impressed"

Keith Tracy - Chairman Global Professional Services Practise Group, Finex



I thought I would drop you a short note to say thank you for a most enjoyable course last week. I have been on many training courses over the years but I have to say yours was quite inspiring. Charlotte Phillips, Senior Account Director Hemscott IR



"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..." Tracy Ashton, Head of Client Services, Commercial



"...Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."

Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa



"Just a short note to tell you that Ian...just got 5 Referral's out of a call with the xxxxx Building Society!!! -Setting the pace for the review in October".

Gary Smith, Business Development Director, Aon- Corporate Risk



Buki Mosaku  
Personal Development Coach



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.

Matt Surfleet Head of Account Management