



Consulting and Training | Reach New Heights

Course Name

Certified Call Centre Manager (CCCM)

Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

Phone skills are a highly valuable tool to have in an employee's skill set, and Call Center Training will help provide those skills. This course will help your participants improve their phone skills, which will make them more confident, improve sales, and help gain new customers while retaining your current clientele. A more confident employee is also one who is happier, and happier employees will produce happier customers. Call Center Training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance.

This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential and to keep their skill set at a high level.

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Target Audience

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Learning Objectives

- ✓ Learn how to win over customers in the first 30 seconds on the phone
- ✓ Identify how to manage your own state and reflect your positive state on customers
- ✓ Master questioning and listening skills to make clients feel safe and ensure satisfaction
- ✓ Obtain linguistic tools and vocal techniques to build common ground and rapport
- ✓ Explore ways to tap the motives and hidden psychological needs of customers
- ✓ Identify ways to negotiate effectively for win-win outcomes
- ✓ Master objection handling and deal skilfully with difficult or challenging customers.

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Course Outline

✓ **01 Day One**

Introduction to Customer Service and General Call Protocol

- ✓ Introduction to Customer Service
- ✓ What is my communication style?
- ✓ What are your customers' expectations?

How your state affects your Client

- ✓ State management 101
- ✓ The role of Mirror Neurons
- ✓ State Awareness
- ✓ Emotional Management
- ✓ Sustaining a positive attitude

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✓ **02 Day Two**

Who are your clients?

- ✓ Types of clients
- ✓ Clients' motives
- ✓ Hidden needs

Techniques for maximum focus on your client's needs

- ✓ Questioning techniques
- ✓ Precision Questioning Techniques
- ✓ Holding the space
- ✓ Offering and eliciting options
- ✓ Eliciting "Hot Buttons"
- ✓ Asking the right questions to find the key criteria for your client's decision-making

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✓ **03 Day Three**

It's not what you say; it's how you say it (Linguistic and Vocal exercises)

- ✓ Intonation
- ✓ Pitch
- ✓ From Problem Frame to Solution Frame
- ✓ Directing the conversation

Selling/Negotiation techniques

- ✓ The art of persuasion
- ✓ The law of reciprocity
- ✓ Linguistic Patterns for Persuasion
- ✓ Making it compelling
- ✓ Making it memorable

Handling Objections and Complaints

- ✓ Types of complaints
- ✓ Reframing
- ✓ Dealing with difficult people
- ✓ When do we pass it?

Tips for Maximising Customer Satisfaction

- ✓ 7 telephone conversation tips to ensure high customer satisfaction

Stress Busting

- ✓ How to stay fresh and prepare to take calls under stress and pressure.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 8, 2026	June 10, 2026	3 days	3250.00 \$	UAE , Abu Dhabi
Aug. 3, 2026	Aug. 5, 2026	3 days	3250.00 \$	UAE , Dubai
March 29, 2027	March 31, 2027	3 days	3950.00 \$	Spain , Madrid
Dec. 28, 2026	Dec. 30, 2026	3 days	3250.00 \$	UAE , Dubai

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