

Complete DVD Training Library

The Telephone Doctor® Complete DVD Training Library is our flagship training package currently in use at tens of thousands of organizations. In addition to saving valuable preparation time, this comprehensive video training series will add instant credibility and proven content to your next workshop, meeting or training session. The Complete DVD Training Library includes 18 skill-driven customer service training programs with running times from 7 to 33 minutes. Individually, these titles are \$495 each but most organizations save nearly 50% by ordering the complete video training library for \$4,490. Each DVD-based package features menu chapters, broadcast-quality production values and includes a comprehensive leader's guide, desktop reminder cards, as well as participant workbook duplication rights for the first year.

— TITLE DESCRIPTIONS —

1 THE SERVICE MENTALITY

A mind-set for serving customers. The importance of learning and practicing proven skills is obvious. Apart from the actual skills and techniques, why is it that some people seem like 'naturals' when it comes to providing great service? This program identifies and highlights the basic characteristics and traits of people who demonstrate excellent customer service.

ALL TEAM MEMBERS – 22 MINUTES

*Offering empathy • Keeping proper balance
• Having the ability to bounce back*

2 DETERMINING CALLER NEEDS 2.0

Listening skills and questioning techniques. Perfect for administrative staff, support and customer service. Includes the basic steps to becoming a more effective listener on the telephone. Ideal program to help customer contact employees better communicate with customers and co-workers.

ALL EMPLOYEES – 25 MINUTES

Welcoming the caller • Giving feedback signals • Open ended/Closed ended questions

3 FROM CURT TO COURTEOUS

The Seven Touch Points of Communications. This new program addresses understanding and being understood in spoken and written service situations. Covers voice, tone, words used and how the listener's perception affects how well you communicate with customers. Course identifies synchronous communication (phone, face-to-face and instant messaging) along with asynchronous communications (email, voicemail, fax and letters).

COMMUNICATION SKILLS – 23 MINUTES

*Avoid de-sensitization • Tone of voice
• Solve the problem*

4 FOUR Cs OF COACHING SKILLS

Demonstrates ways to improve performance management and explains the difference between training, coaching and counseling. This program will assist in developing the coaching skills of managers, supervisors, team leaders and co-workers within your organization. A must-have training tool!

COACHING SKILLS – 25 MINUTES

What is coaching? • Why is coaching so important to managers today? • The Four Cs

5 FIVE FORBIDDEN PHRASES® 3.0

New, updated version of the best-selling training program. This popular course illustrates the five most frustrating phrases to which your customers object. Whether it's a telephone interaction or face-to-face customer service, this proven program will pay for itself quickly.

ALL LEVELS – 18 MINUTES

Models five positive alternatives • On-the-phone and in-person examples

6 SIX CARDINAL RULES OF CUSTOMER SERVICE 2.0

There's the Baseball Hall of Fame in New York, and the Football Hall of Fame in Ohio. Welcome to the Telephone Doctor® Hall of Shame! Included are the men and women who originated customer service blunders that now plague the business world. Very humorous.

CUSTOMER SERVICE – 18 MINUTES

Illustrates the six cardinal rules • Fights mediocrity in the workplace

7 TELESales TIPS FROM A TO Z **IDEAL FOR CALL CENTERS!**

These ideas and techniques will improve the performance of inbound & outbound telephone sales representatives. Features twenty-six tips which will be of immediate use to salespeople who use the phone as a presentation platform.

PEOPLE SKILLS – 33 MINUTES

*Features vs. Benefits • Knowing your objective
• Eliminating credibility busters*

8 PROACTIVE CUSTOMER SERVICE 3.0

This dynamic presentation illustrates the importance of building rapport in a business relationship and implementing "Soft Question" selling. By offering your customers an additional product or service, your customer service personnel will quickly ring up more sales.

RAPPORT BUILDING – 19 MINUTES

Cross-selling and up-selling • Skills to build rapport with customers

9 BASIC BASIC TELEPHONE SKILLS 2.0

An introduction to the essentials of managing the telephone effectively and providing superior customer service! Presents specific examples of effective telephone skills, emphasizing exactly what should be done. Includes 10 basic tips for improving service on the telephone.

BASIC PHONE SKILLS – 21 MINUTES

*Answering a business phone • Accurate messages
• Putting a caller on hold*

10 SIX STEPS TO SERVICE RECOVERY

Offering great service can be easy when things are going well. You usually don't learn about an organization's true service character until something goes wrong. In today's competitive service environment merely correcting the problem isn't always enough. Many situations require Service Recovery. Service Recovery is a specific set of actions which customer-oriented organizations take whenever there's a disappointment for the customer.

CUSTOMER SERVICE – 24 MINUTES

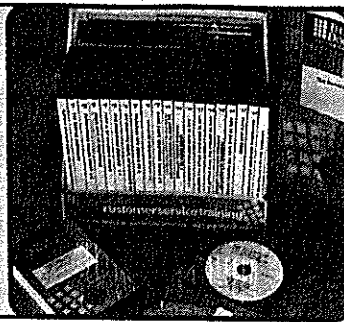
*Solve the problem • Manage their feelings
• Verify satisfaction*

Telephone
Doctor

Complete DVD Training Library

Save nearly
50%!

\$4,490



America's Favorite Customer Service Video Training Library!

11 SEVEN KEYS TO A POSITIVE MENTAL ATTITUDE

This powerful program helps viewers understand that a great attitude isn't something that magically happens. Rather, it's a choice that people make in advance about how they are going to deal with life's events.

ALL TEAM MEMBERS - 25 MINUTES

*Choose your attitude • Visualize success
• Resist negative influences*

12 HOW TO AVOID EMOTIONAL LEAKAGE 2.0

Has an employee at your organization ever had a bad day and mistreated a co-worker? Or worse yet, taken it out on one of your customers? We call that "Emotional Leakage," and it's costing organizations millions in lost sales and wasted public good will. Observing "Emotional Leakage" objectively helps employees realize how unfair this treatment is. Now includes an intra-company vignette.

ALL LEVELS - 7 MINUTES

*Realistic illustrations • Applies to everyone
• 5 step solution*

13 HOW TO TREAT EVERY CALLER AS A WELCOME GUEST 2.0

Have you ever heard of a front line staff member referred to as "just the receptionist"? Don't belittle the company ambassador. Face it - whoever answers the phone IS the company to that caller. This popular title has been updated to meet the needs of all front line staff personnel.

RECEPTIONISTS, FRONT LINE AND SECRETARIES - 10 MINUTES

3-part greeting • Handling many lines ringing at once • Acknowledging the caller's request

14 HOW TO HANDLE THE IRATE CALLER 2.0

No one enjoys receiving a barrage of complaints from unhappy customers. But for many people, especially in the customer service field, it's a daily routine. This comprehensive video reveals tips and ideas on how to handle the irate, angry, rude and sometimes abrasive caller. Included is the Telephone Doctor® A.S.A.P. technique.

ALL EMPLOYEES - 11 MINUTES

The A.S.A.P. technique • What to do if someone starts swearing • Why you should never make excuses

15 ESSENTIAL ELEMENTS OF INTERNAL CUSTOMER SERVICE

The value of offering great customer service isn't up for debate. But what about internal customers...our co-workers? Employees either serve customers directly or they serve someone who does. It's critical for superior service to begin within the walls of your organization. This program illustrates the six essential elements for improving internal customer service and helps employees realize we are customers to each other.

INTERNAL CUSTOMER SERVICE - 18 MINUTES

*Knowing your role • The BIF approach
• Internal service is everyone's responsibility*

16 HOW TO DEAL WITH THE FOREIGN ACCENT 2.0

Few Americans can claim themselves as natives. Most of us trace our roots to immigrants - people who came from all over the globe in search of a better life. This program offers compelling reasons why all customers are created equal. Features solid reminders to make communication easier with foreign accent customers.

AWARENESS PROGRAM - 12 MINUTES

*New edition • Five point awareness program
• Celebrates diversity*

17 THAT'S JUST RUDE!

Exploring the Rudeness Matrix. Ask someone to recount a recent poor service experience and chances are they'll include the term 'rude.' What exactly constitutes rude behavior? Must it be intentional? This program explores the various types of rudeness according to the Rudeness Matrix and also raises awareness as to how one's actions can be perceived as rude. Humorous vignettes make this program a must-see training tool.

ALL SERVICE PROVIDERS - 14 MINUTES

Intentional vs. Accidental rudeness • Rudeness by omission • Rudeness by commission

18 MAINTAINING CUSTOMER RELATIONSHIPS

Providing excellent customer service is obvious during the purchasing process. But what happens after the transaction? How do we cement a relationship with customers to move from merely a transaction into a long-term relationship? This course emphasizes the importance of follow up after the sale and gives realistic examples of how to handle the five most common follow-up scenarios.

SERVICE AFTER THE SALE - 14 MINUTES

*No ulterior motive calls • Sandwich technique
• New contact situation*

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ONLINE ORDERING AT

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QUICK
REFERENCE
TO
VIDEO/DVD
TITLES

- #1 ***The Service Mentality***
A mind-set for serving customers.
- #2 ***Determining Caller Needs 2.0***
Listening and questioning skills.
- #3 ***From Curt To Courteous – Mastering the 7 Touch Points of Communication***
Raise awareness of the various means of communication and how we can best utilize them.
- #4 ***Four Cs of Coaching Skills***
A practical approach to improving employee performance.
- #5 ***Five Forbidden Phrases® 2.0***
Avoid negatives. Offer positive alternatives.
- #6 ***Six Cardinal Rules of Customer Service 2.0***
Basics of good customer service.
- #7 ***Telesales Tips From A To Z***
Enhance communication skills. Twenty-six tips for inbound/outbound calls.
- #8 ***Proactive Customer Service 2.0***
Skills for proactive customer service: rapport building and cross-selling.
- #9 ***Basic Basic Telephone Skills 2.0***
The essentials of managing the telephone effectively.
- A ***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.
- B ***How To Avoid Emotional Leakage 2.0***
Prevent stress from "leaking" through the phone wires.
- C ***How To Treat Every Caller As A Welcome Guest 2.0***
Create a great first impression while handling a high volume of calls.
- D ***How To Handle the Irate Caller 2.0***
Quick help for diffusing angry callers.
- E ***Essential Elements of Internal Customer Service***
Helps employees realize we are customers to each other.
- F ***How To Deal With the Foreign Accent 2.0***
Awareness makes communication easier with foreign speaking customers.
- G ***That's Just Rude!***
Exploring the Rudeness Matrix.



**MODULES AT
A GLANCE**



#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 Determining Caller Needs 2.0
Running Time: 25 Minutes

Listening and questioning skills.

Key Points:

Listening

- Decide to be a better listener
- Welcome the caller
- Concentrate
- Keep an open mind
- Give feedback
- Take notes

Questioning

- Open and closed-ended questions
- Probing questions
- Echo questions
- Leading questions
- Using the "And" technique to get information
- Interpreting disguised responses

**#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 Four Cs of Coaching Skills
Running Time: 25 Minutes

A practical approach to improving employee performance.

Key Points:

- Concurrence
- Content
- Commitment
- Congratulations or Continuation



**MODULES AT
A GLANCE**

#5 Five Forbidden Phrases® 2.0

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 2.0

Running Time: 20 Minutes

Basics of good customer service.

Key Points:

- People before paperwork
- Don't rush callers
- Be friendly **before** you know who it is
- Don't be too busy to be nice
- Don't use military language on civilians
- Use good manners: "Thank You" and "You're Welcome"

#7 Telesales Tips from A to Z

Running Time: 33 Minutes

Enhance communication skills. Twenty-six tips for inbound and outbound calls.

Key Points:

- A - Attitude: It's your choice
- B - Benefits
- C - Closing
- D - Details
- E - Echo questions
- F - Finish the day ready to begin
- G - Greetings
- 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 - Tone of voice
- U - Understanding needs
- V - Vary your responses
- W - Weak, wimpy words
- X - X-out these credibility busters
- Y - You buy or they buy
- Z - Be 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.



**MODULES AT
A GLANCE**

**#9 Basic Telephone Skills
2.0**

Running Time: 17 Minutes

The essentials of managing the telephone effectively.

Key Points:

- Use the 3-Part Greeting to answer professionally
- Know how to put a caller on hold
- Monogram the call. Use the caller's name
- Avoid excuses
- Give the caller your undivided attention
- Give spoken *feedback* signals
- Take *accurate* messages. Don't be a message mangler
- Control the conversation
- Avoid mouth noises
- Leave a good last impression

**A The Seven Keys to a Positive
Mental Attitude**

Running Time: 25 Minutes

Explores the key essentials to developing and keeping a positive attitude on your job and in every aspect of life.

Key Points:

- Choose your attitude in advance
- Visualize success
- Demonstrate humor, energy and enthusiasm
- Resist negative influences
- Be a "whatever it takes" person
- Embrace change: expect it and accept it
- Be grateful for what you have

**B How To Avoid Emotional
Leakage™ 2.0**

Running Time: 7 Minutes

Prevent stress from "leaking" through the phone wires.

Key Points:

- Avoid carrying negative feelings from one situation to the next
- How to shift gears emotionally
- Smile **before** you pick up the phone
- A phony smile is better than a real frown

**C How To Treat Every Caller As A
Welcome Guest 2.0**

Running Time: 10 Minutes

Create a good first impression while handling a high volume of calls.

Key Points:

- You are the company
- Use the 3-Part Greeting
- Speak clearly
- Acknowledge the caller's request
- Avoid carry-over conversations
- Rushing threatens callers
- How to answer multiple lines ringing at once



**MODULES AT
A GLANCE**



**D How to Handle The Irate
Caller 2.0**
Running Time: 10 Minutes

Quick help for diffusing angry callers.

Key Points:

- You are the lightning 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

**E 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.

**F How to Deal With the Foreign
Accent 2.0**
Running Time: 10 minutes

Awareness makes communications easier with foreign speaking customers.

Key Points:

- Don't pretend to understand
- Don't rush your callers
- Don't shout
- Don't be rude
- Learn from experience

G 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

