

BUSINESS TELECOMMUNICATION

An Overview

The most valuable business tool available to many businesses is the telephone and like any gold mine it has to be worked properly to reap the benefits. This module on 'Business Telecommunication' gives guidance in the etiquette that governs the use of communicative devices like the telephone, and the cell phone which are essential in the world of increasing faceless communication. Teleconferencing and video conferencing which is otherwise called visual collaboration are also essential parts of the corporate makeup. The use of these multiple calling facilities is also integrated into this module.

Practical guidelines to make the use of these devices more relevant and effective are brought home through role-playing and other interactive games. The protocol used in these interactive processes as well as valuable guidelines and language inputs such as courtesy phrases etc., are given to the trainees to make the training more comprehensive and proficient.

Objectives:

The student will learn to

- Make a telephone call
- Take a telephone call
- Take a message
- Transfer a call
- Be sensitive to caller requirement
- Use of bridging phrases and courtesy phrases

They will completely explore the potential of the medium to network, negotiate, telemarket and organize events and all this within a framework of propriety.

Discussion points

The role of the telephone as a vital contact point.

Basic rules of telephone courtesy when receiving a call.

The language of telephone etiquette

Taking a message and delivering a message.

Transferring a call

Listening actively.

Building blocks for success based on CRM techniques.

Using Answering Machines.

Video Conferencing:

Introduction to video/ teleconferencing & its etiquette

Practice within a virtual meeting scenario.

*** Role plays and other interactive listening activities are used to reinforce all the sessions.**