

Certified Call Centre Manager (CCCM)[™]

Course Outline & Module Information



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What Modules are covered?

Module 1 – Call Center Training

- 1) Verbal communication techniques
- 2) Who are your customers?
- 3) Listening skills
- 4) Asking the right questions and saying no
- 5) Taking messages and using voice mail effectively
- 6) Vocal exercises
- 7) Cold and warm calls, including developing a script
- 8) Going above and beyond and high impact moments
- 9) Handling objections and closing the sale
- 10) Negotiation techniques
- 11) Tips for challenging callers
- 12) Phone tag and getting the call back
- 13) Stress busting
- 14) Call center trends

Module 2 – Customer Service Training

- 1) What is customer service? Who are your customers?
- 2) Meeting expectations
- 3) Setting goals
- 4) Communication skills and telephone techniques
- 5) Dealing with difficult customers and people
- 6) Dealing with challenges assertively
- 7) Dealing with stress
- 8) The first critical element: A customer service focus
- 9) The second critical element: Defined in your organization
- 10) The third critical element: Given life by employees
- 11) The fourth critical element: Be a problem solver
- 12) The fifth critical element: Measure it
- 13) The sixth critical element: Reinforce it
- 14) Demonstrate a customer service approach
- 15) Understand how your own behavior affects the behavior of others
- 16) Demonstrate confidence and skill as a problem solver
- 17) Apply techniques to deal with difficult customers
- 18) Make a choice to provide customer service

Module 3 – Team Building

- 1) Types of teams
- 2) The TORI model
- 3) The Team Player Survey
- 4) Organizations Today
- 5) The Stages of Team Development
- 6) Communication Skills
- 7) Shared Leadership
- 8) DeBono's Thinking Hats
- 9) Managing Team Conflict
- 10) The Trust/Relationship Model
- 11) Obtaining Consensus
- 12) Team-Shaping Factors
- 13) Team Problem-Solving
- 14) SWOT Analysis

Module 4 – Building Better Teams

- 1) Defining teams
- 2) Establishing team norms
- 3) Working as a team
- 4) Your team player type
- 5) Building team trust
- 6) The stages of team development
- 7) Team building with TORI
- 8) Communication
- 9) Becoming a good team player

Module 5 – Leadership Skills

- 1) Managing your time and energy
- 2) What makes a good leader?
- 3) Communication as a leadership tool
- 4) The commitment curve
- 5) Employee development models
- 6) Dealing with conflict and difficult issues
- 7) What successful leaders do

Module 6 – Self -Leadership

- 1) What is self-leadership?
- 2) Knowing who you are
- 3) Change management
- 4) Knowing what you do
- 5) Motivation for optimists
- 6) Using what you know

What will you learn from the E-Course?

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| <ol style="list-style-type: none"> 1) Verbal communication techniques 2) Who are your customers? 3) Listening skills 4) Asking the right questions and saying no 5) Taking messages and using voice mail effectively 6) Vocal exercises 7) Cold and warm calls, including developing a script 8) Going above and beyond and high impact moments 9) Handling objections and closing the sale 10) Negotiation techniques 11) Tips for challenging callers 12) Phone tag and getting the call back 13) Stress busting 14) Call center trends 15) What is customer service? Who are your customers? 16) Meeting expectations 17) Setting goals 18) Communication skills and telephone techniques 19) Dealing with difficult customers and people 20) Dealing with challenges assertively 21) Dealing with stress 22) The first critical element: A customer service focus 23) The second critical element: Defined in your organization 24) The third critical element: Given life by employees 25) The fourth critical element: Be a problem solver 26) The fifth critical element: Measure it 27) The sixth critical element: Reinforce it 28) The nuances of body language and verbal skills. | <ol style="list-style-type: none"> 29) Aspects of verbal communication 30) Questioning and listening skills. 31) Ways of delivering bad news and saying no. 32) Effective ways to negotiate. 33) Types of teams 34) The TORI model 35) The Team Player Survey 36) Organizations Today 37) The Stages of Team Development 38) Communication Skills 39) Shared Leadership 40) DeBono's Thinking Hats 41) Managing Team Conflict 42) The Trust/Relationship Model 43) Obtaining Consensus 44) Team-Shaping Factors 45) Team Problem-Solving 46) SWOT Analysis 47) Managing your time and energy 48) What makes a good leader? 49) Communication as a leadership tool 50) The commitment curve 51) Employee development models 52) Dealing with conflict and difficult issues 53) Defining teams 54) Establishing team norms 55) Working as a team 56) Your team player type |
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- 72) Knowing what you do
- 73) Motivation for optimists