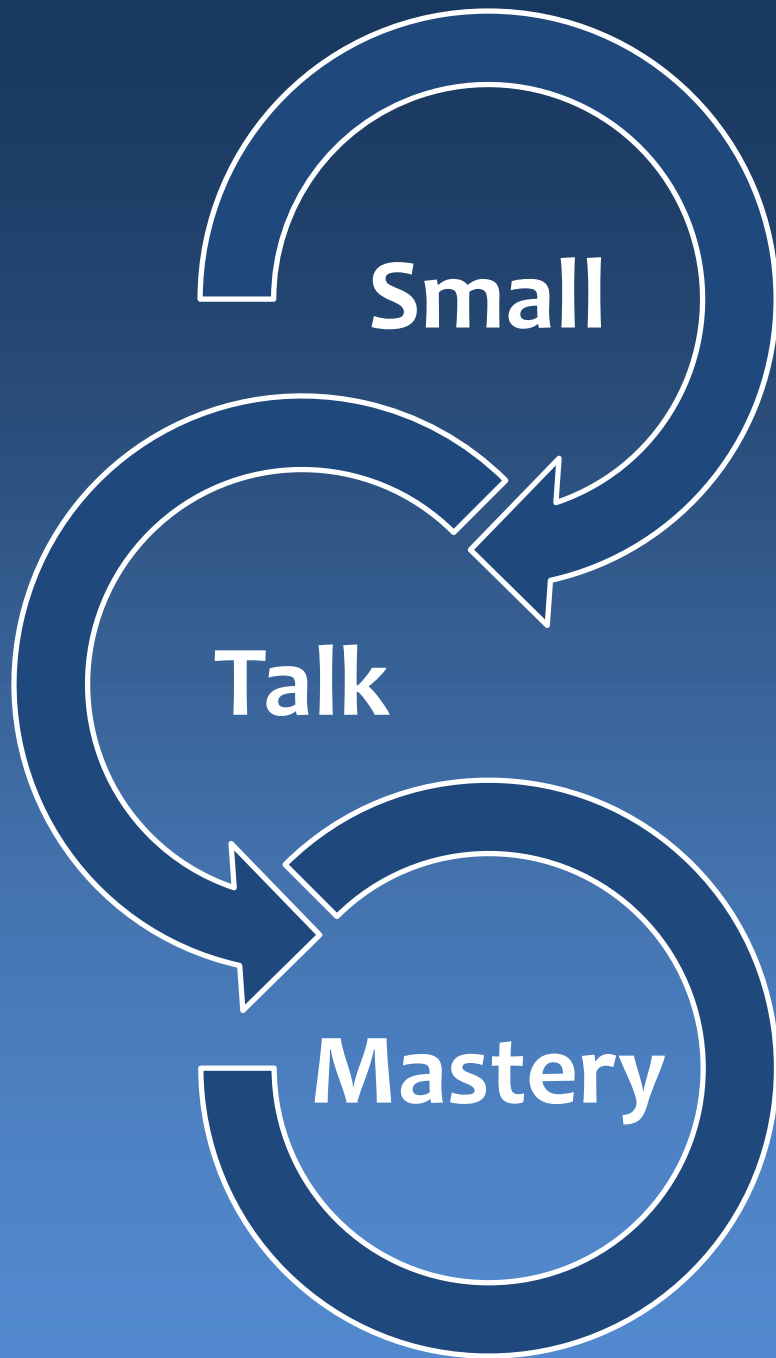


Phone Skills









Phone Skills



“Every great romance and each big business deal begins with small talk.

The key to successful small talk is learning how to connect with others, not just communicate with them.”

-Bernardo J. Carducci





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Training Objectives:

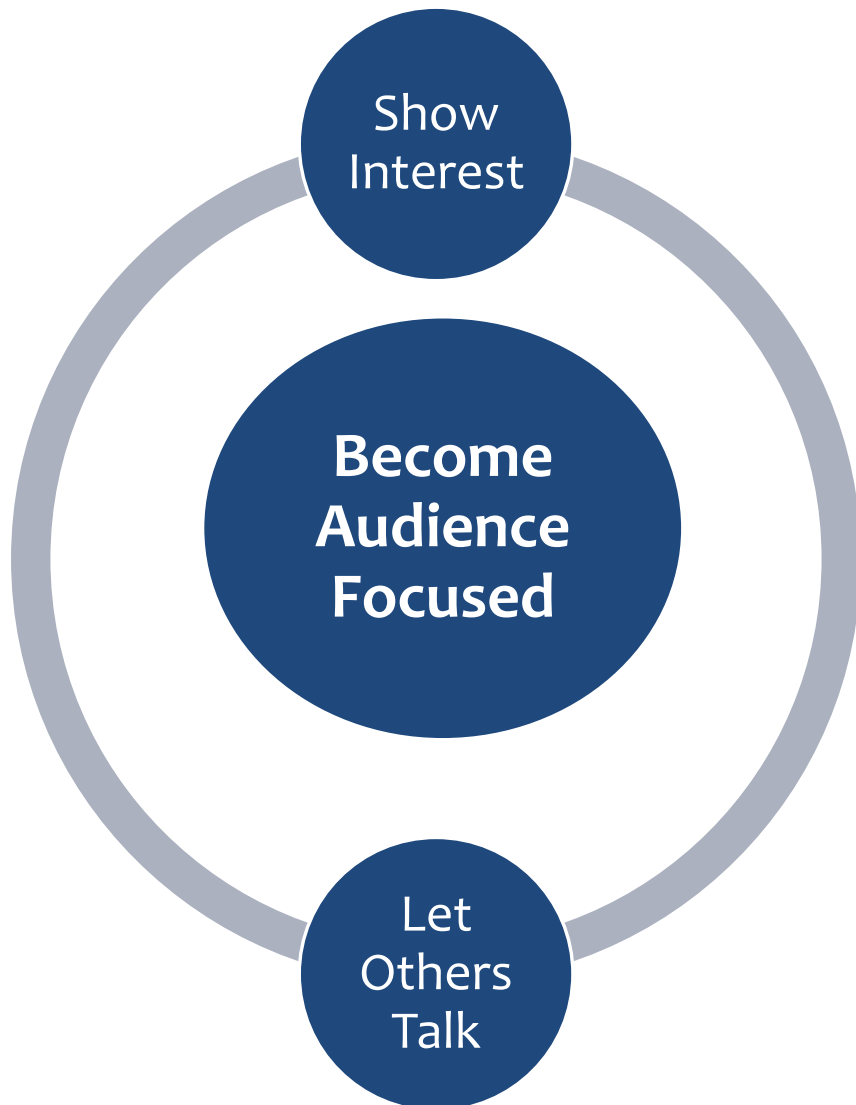
- ❖ Identify techniques involved in making small talk
- ❖ Apply methods for enhancing small talk
- ❖ Explore learning resources to understand small talk



Small Talk Techniques



Small Talk Techniques



Become Audience Focused

Make the person you are speaking with comfortable by demonstrating genuine interest in the other person by letting him/her talk while you actively listen.



Become Audience Focused

Scenario:

Your customer begins explaining how they are training for a marathon and you respond with:

“That’s nice. Okay,
so your customer
account shows...”



Small Talk Techniques



Ask Strategic Questions

Examples

Instead of asking:

“How long have you been with (name of company)?”

Ask an open ended question:

“How did you become involved with (name of company)?”

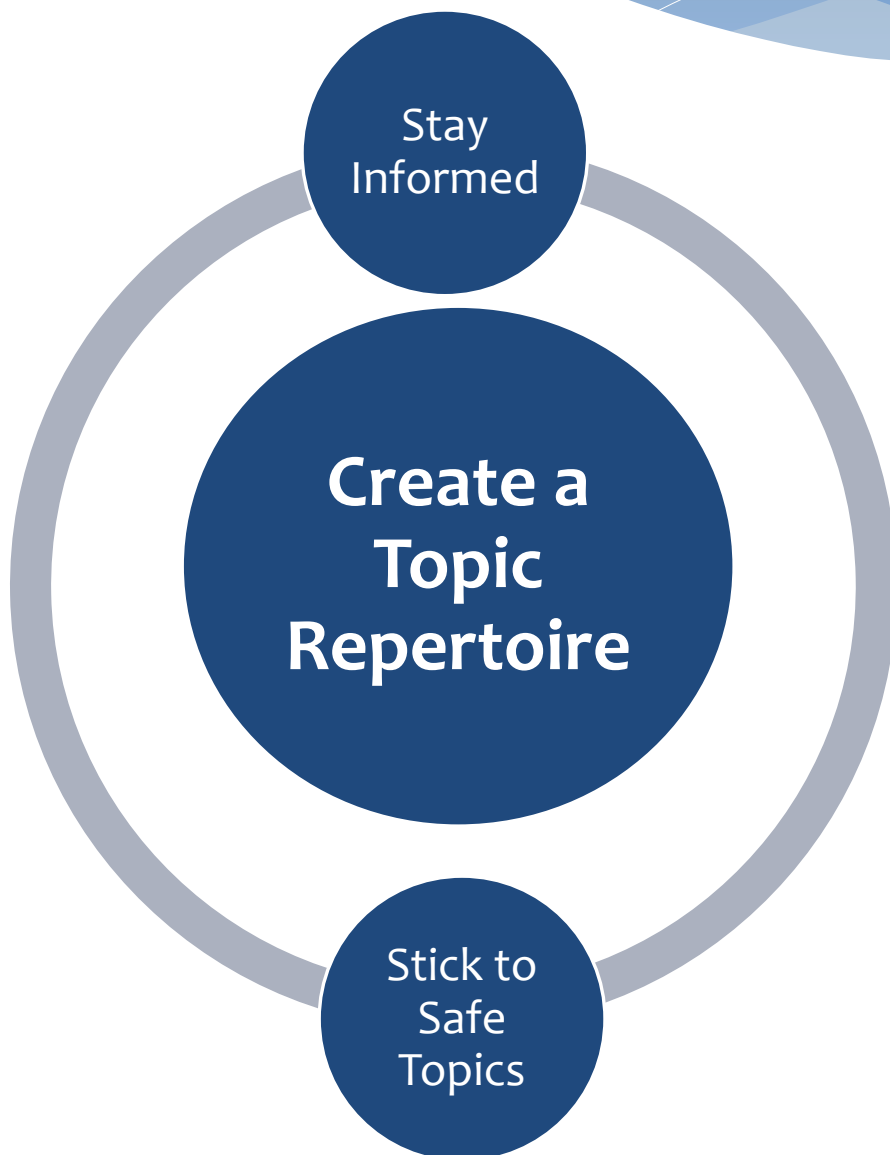


Ask Strategic Questions

What are some examples of Strategic Questions?



Small Talk Techniques



Build a Topic List

You can also use safe topics to springboard into further small talk and engage the customer.



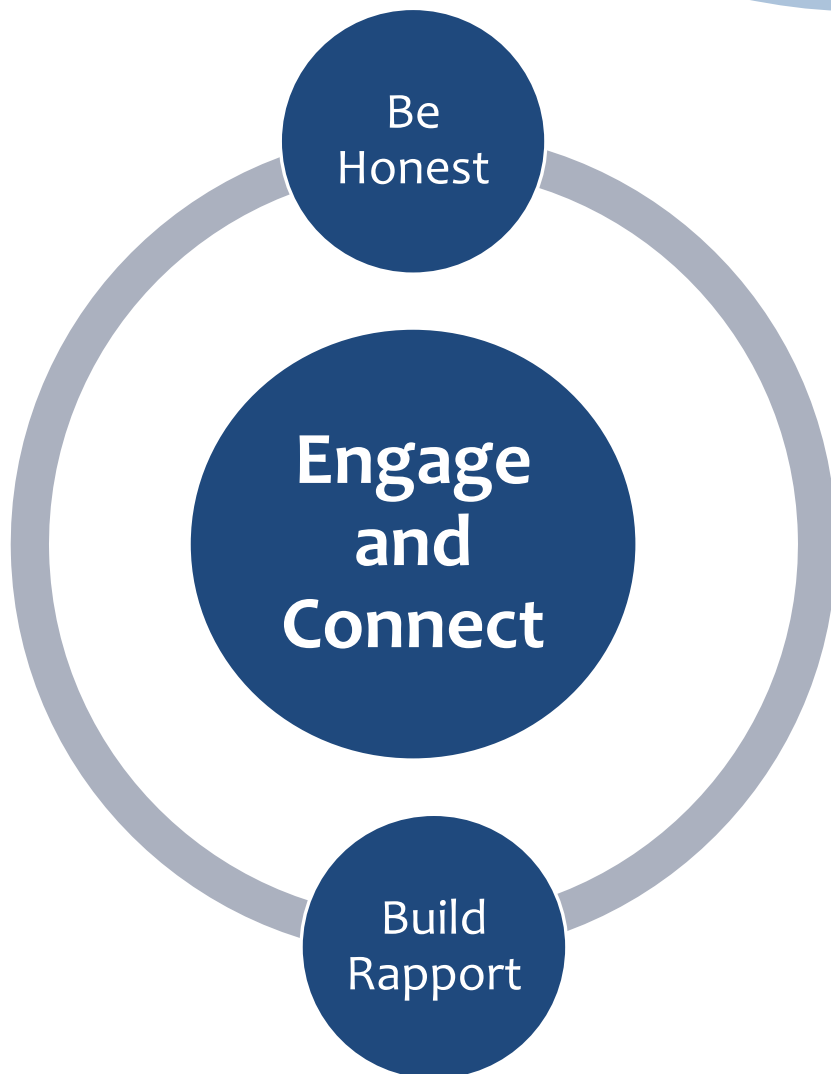
Build a Topic List

Example:

“So how has the weather been in your area this week?” The customer replies, “It’s been too wet to even walk my dog.” This would be a great time to ask more about his/her pet. “Oh, I have a poodle. Tell me about your dog.”



Small Talk Techniques



Engage and Connect

Enthusiasm is Contagious!



Engage and Connect

Example

If the conversation is about the weather, you can further engage the customer by first disclosing how the rain has affected you and then asking:

“How about you? Has the rain kept you from doing anything fun this week?”



Small Talk Techniques



Learn from the Best

Whether in a social or professional setting, small talk is extremely important.

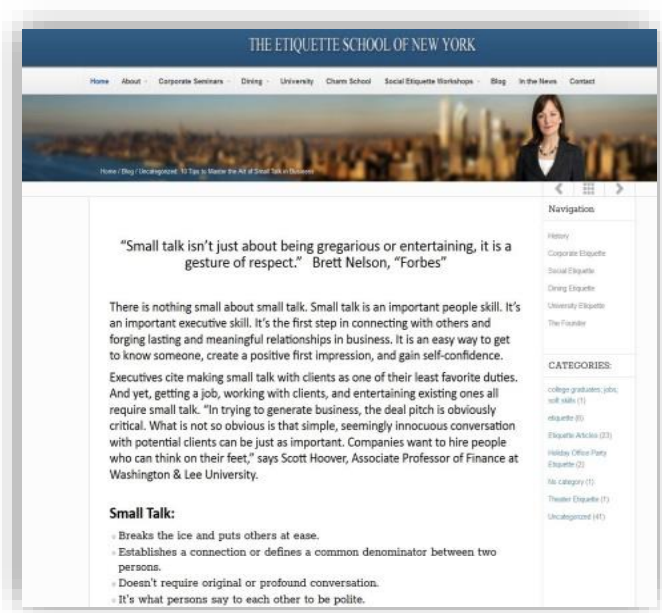
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"So you're no good at small talk -
just increase the font."

Conduct Research

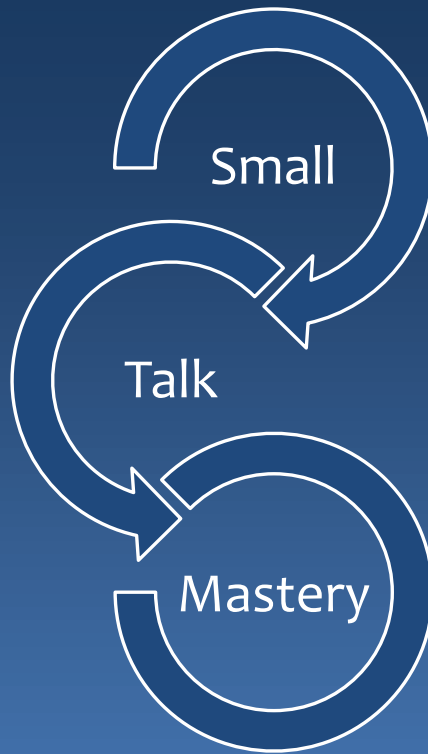




Learning Resources

Click on the following video to learn more about how to enhance your small talk skills.





Mastery Check





Mastery Check #1

If there is a subject you are not familiar with, just lie and pretend you are an expert. The customer will never know.

True

False



Mastery Check #2

Instead of asking yes/no questions that lead to dead ends, encourage your fellow communicator to share some more detail about what interests him/her.

True

False



Mastery Check #3

Identify the topics that are safe to discuss when making small talk with a customer:

Asking about their health care practices

Inquiring how much money they make each year

Sharing malicious but juicy office gossip

Finding out who they voted for in an election

Discussing the weather in their region



Mastery Check #4

A quick question will always help you find common ground, and if you can't find common ground, then use the opportunity to learn something new.

True

False



Small Talk Mastery Quiz

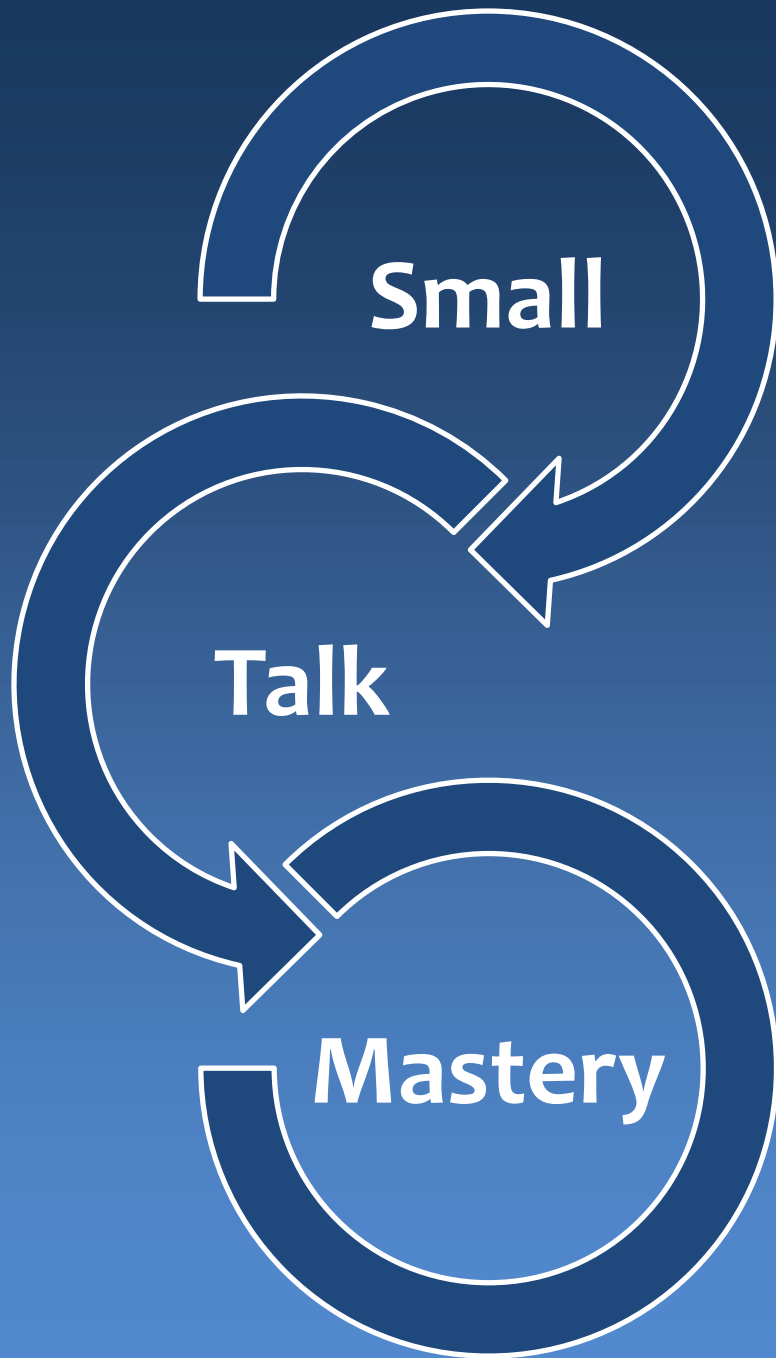
Mastery Check #5

Successful small talk should accomplish all of the following **except**:

Breaks the ice and puts others at ease.

Establishes a connection or defines a common denominator between two persons.

Is most effective when you focus on yourself and less on the other person.



Phone Skills

