

## Training Specialist



**JEANNIE DAVIS** is an authority on telephone communication for great customer service and has trained thousands of individuals to maximize the profit- and image-building power of their number one business communication tool.

An influential speaker and trainer, she is the award-winning author of ***Beyond "Hello,"*** and contributing author in ***Real World Customer Service Strategies***

***That Work.*** Jeannie's respected affiliation with Fortune 500 companies and national associations is a testament that her workshops, seminars and keynote presentations are beneficial to organizations throughout the country.

Program participants recognize her genuine passion for encouraging people to make beneficial changes—and showing them how to do it. She brings a combination of knowledge, energy and practicality to each of her programs.

Jeannie is an active member of the National Speakers Association, International Customer Service Association and the Colorado Independent Publishers Association.

### Partial list of client companies and associations

Hunter Douglas Window Fashions, Inc.  
Mountain States Employers Council  
Raytheon Systems Company  
Denver Broncos Football Club  
Wells Fargo Bank, N.A.  
BlueCross BlueShield  
U.S. Olympic Committee  
Principal Financial Group  
Federal Reserve Bank  
SUPERVALU  
IBM/Sprint  
CoBank  
Promotional Products Association International  
National Association of Home Builders  
National Association of Realtors  
ProGreen Expo



## "You Can Quote Me..."

**Jeannie's clients would agree that she's a gifted motivator**

*"Your presentation was impactful and well done. Your manner of making everyday, practical application was enjoyable. Your have 'it,' thanks for sharing"*

*Jim Janco  
Vice President,  
Montgomery Homes, LLC  
S.M.C. Vice Chairmen*

*"Your program goes far beyond basic telephone skills; it reinforces the importance of clear communication in all aspects of life. Your workshop helped our team members understand and feel from the customer perspective."*

*Janice L. Campbell  
Sr. Vice President  
Wells Fargo Banks, N.A.*

*"Your training has helped us improve our member relations rates."*

*Deborah Dale Brackney  
Mountain States Employers Council, Inc.*

*"I sincerely thank you for one of the most inspirational days I've had in my 21-year career working for the public through County government. Your charisma, enthusiasm for your subject matter, and fabulous sense of humor shines as you instruct. I smile just thinking of your presentation!"*

*Liz Hook  
Customer Service Division  
El Paso County Development Services Department*

*"We even incorporate your ideas into monthly training sessions in order to keep your material fresh in the minds of our window fashion consultants."*

*Scott Swift  
Director, Consumer Information/Affairs  
Hunter Douglas, Inc.*

### Jeannie Davis

Now Hear This, Inc.  
P.O. Box 470638 • Aurora, CO 80047-0638  
303-337-1991 • 800-784-5525 • Fax: 303-337-1966  
E-mail: [jeannie@phoneskills.com](mailto:jeannie@phoneskills.com)



Visit us online at: [www.phoneskills.com](http://www.phoneskills.com)

# TELEPHONE IMAGERY

Building Your Communication Toolbox



Workshops

•  
Seminars

•  
Keynotes

■ "I thought you did a wonderful job! You had a very nice way of involving everyone without being forceful. I also think you have a great sense of humor!"

-Jim Russ

*A Customer Service Training Program  
that boosts your bottom line*

**Now Hear This, Inc.**

Every company, including yours, looks for ways to improve bottom-line profits. And establishing better telephone communication is one of the most critical places to start. Why? [Because your people are limited to about 40% of their ability to get a message across on the telephone.](#)

Did you realize that every member of your organization works in sales? The impression each person makes is an advertisement for your organization—positive or negative. That adds up to hundreds or thousands of advertisements a day. Do you want to risk having these “ads” turn your customers away? It may be happening now.

Don't take that chance. Set a higher standard of professional excellence and [improve every telephone interaction that takes place with your valued customers.](#)

Our [Telephone Imagery](#) training programs take you to that higher standard. Participants—and that should be everyone in your organization—will learn effective communication skills that can be used immediately. Each person takes away new skills and a stronger awareness of how telephone communications can [enhance your company image...and boost your bottom line.](#)

## Who Should Attend

This training is designed for everyone who uses telephone communication as a tool for success: managers, supervisors, sales and customer service professionals, administrative support personnel, and others. Participants learn the basics of good telephone etiquette and how to make the most of every call. They focus on improving the company's image, building long-term loyalty, and enhancing customer satisfaction. Each participant receives a 32-page workbook—an investment to be used both in the sessions and on the job.

## Program Format

The Telephone Imagery program is typically delivered as a one-day workshop (maximum 30 persons) and can be presented in seminar format (more than 30 persons).

Everyone in your organization can experience the workshop! The total number of participants is divided into two or more groups. Each group spends two half-days in training sessions, with each session lasting a minimum of three hours. This means up to 60 people can go through the program in two experience-packed days!

This program format:

- maximizes time for interactive exercises to reinforce new skills.
- provides an opportunity for participants to practice between sessions.
- allows everyone to participate without being away from their work for one full day.

**A one-day program can be scheduled for smaller groups and half-day programs are available upon request.**

### Specific Program Benefits

Program participants will be able to:

- Implement skills immediately for measurable results
- Go the extra mile for customers
- Identify and apply preferred communication styles
- Implement 14 powerful listening habits
- Improve the productivity of every conversation
- Improve rapport-building and relationship management skills
- Identify eight common barriers to effective listening
- Handle incoming and outgoing calls more efficiently
- Experience the role of attitude and powerful thoughts
- Demonstrate techniques that create a positive, memorable image
- Recognize when and why attitude impacts customer service
- Strengthen your company's total customer service and marketing efforts

## Basic Program Menu

### Building Your Company's Image

Attitude: Now You Hear It; Now You Don't

- Own Every Customer Interaction
- Look Good to Yourself!
- Develop a “Can Do” Attitude!

### Skills for Professional Customer Interaction

Telephone Etiquette: Back To Basics

- Greetings
- Messages
- Complaints
- Transfers
- Signing Off
- Voice Mail
- Screening
- Holding
- Probing
- Email

### Painting A Self Portrait

The Customer's Mental **PICTURE** of You

**P**osture / Body Language  
**I**nflection  
**C**ourtesy  
**T**one / Volume  
**U**nderstandability  
**R**ate of speech  
**E**xtra mile

### Making the Right Connection

Communication Styles: Speaking Your Customer's Language

- Auditory preferences
- Visual preferences
- Kinesthetic preferences

### Now Hear This! Effective Listening Skills

- Keys to Active Listening
- Barriers to Listening
- Testing Your Listening Skills

*Menu can be customized to meet your specific business need.*