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GET SOME \$\$\$ MONEY \$\$\$ BACK – FOR INVESTING IN YOUR STAFF - CLAIM YOUR LEVIES BACK
 We are fully SETA accredited and that means you can claim up to 50% of the Course fee back from your SETA, subject to your SETA Terms and Conditions.

Contact us for a no-obligation Quotation for groups or In-house Training at: 012 654 4288 or info@lemark.co.za

2-DAY WORKSHOP ON:

FRONT DESK OPERATIONS & TELEPHONE SKILLS

Based on us: 14338, 14348

08-09 December 2025

Next Dates: TBA 2026

Venue: Centurion/ Pretoria

INTRODUCTION/OVERVIEW:

This programme provides a broad **introduction to the customer services sector**. The focus is knowledge, skills, values and attitudes in relation to the learner's own context and experience of the world of work. Learners will also learn the essential points about **telephone skills** and how to handle customers and colleagues **professionally and efficiently**.

This course provides learners with effective solutions and practical tips in dealing with challenging phone communications. It will equip you with the necessary ability to project a professional image.

In today's world, phone calls and front desk service play an important part in our everyday communications in both personal and professional roles.

Phone conversations deny us the benefit of making eye contacts or observing others body language to make our interaction more effective. Therefore it is of outmost importance to learn the skills necessary for handling a professional phone call and avoid misunderstandings and unnecessary challenges.

The rise of telephone services provided in global call centres and the expectation of consumers to get a good service no matter where they call has resulted in an **ideal "etiquette"**. This etiquette must be followed and mastered by anyone who relies on telephone conversations as a mean of communication with customers or colleagues. With the popularity of mobile phones people are now available almost anywhere and at any time and knowing how to handle phone calls has become more important than ever before.

This programme also contains a lot of materials that covers different aspects of holding conversations on the phone and with customers face to face.



Enquiries: Tel: (012) 654 4288. **Compliments and Complaints to:** management@lemark.co.za.
Sales Team: sales@lemark.co.za; sales1@lemark.co.za; sales3@lemark.co.za or
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Learners will learn how to handle angry or demanding callers/customers, how to establish rapport, how to obtain information or provide it and how to structure their sentences to get maximum results.

The best way to learn telephone skills/conversation skills is by example. The programme is packed with examples and exercises. Many guidelines and scenarios are provided to help learners understand how to handle various challenging situations. The programme contains examples on both good and unhelpful phone and front desk conversations to familiarise participants with different responses and help them understand ways of dealing with a variety of possible situations.

WHO SHOULD ATTEND:

All staff that need to communicate in a confident, efficient and friendly manner on the telephone. It is ideal for those who have frequent contact with customers and is suited to those on switchboard or reception, in customer service, call centres and help desks. The programme contains many examples, scenarios, bad conversations and exercises to help learners quickly understand these concepts.

MINIMUM ENTRY REQUIREMENTS:

- ❖ **US: 14338:** There is open access to this Unit Standard; It is assumed that learners accessing this qualification are:
 - o Holding a GETC or equivalent qualification;
 - o Competent in:
 - Communication Literacy NQF Level 1 (Grade 9; Std7);
 - Mathematical literacy NQF Level 1(Grade 9; Std7).
- ❖ **US: 14348:** It is assumed that learners accessing this qualification are competent in:
 - o Literacy at NQF Level 1 or its equivalent;
 - o Numeracy at NQF Level 1 or its equivalent.
- ❖ Learners attending the course will be required to supply certified copies of their Identity Document and Matric Certificate.

PROGRAMME OUTCOME & ASSESSMENT CRITERIA:

After successful completion of this skills programme, self-study and assignment the learner will be able to:

- ❖ **Greet clients/customers** in a professional way;
- ❖ Attend to a **customer enquiries** of a semi-routine and predictable nature;
- ❖ Generate & know solutions to a defined range of **customer problems and queries**;
- ❖ Use critical service dimensions to **assist the customer efficiently**;
- ❖ Utilise the Customer psychology and **Become customer centred**, mediocre, zero or serious effort;
- ❖ **Distinguish Poor versus Good customer service** over the phone and Handling irate clients;
- ❖ Employ effective **telephone etiquette**;
- ❖ Answer the telephone according to organizational standards;
- ❖ **Process incoming and outgoing calls** according to organizational standards;
- ❖ Recognise the importance of the telephone as a **public relations “tool”** when it is used properly;
- ❖ Use the telephone as the first link with the world outside a company;
- ❖ Recognise the **importance** of a well-spoken voice;
- ❖ Deal with all **types of personalities** on the telephone;
- ❖ Be aware of the **importance** of customer service;
- ❖ Understand the importance of a **professional image** regarding the telephone for:

- o Effective vocal usage, flexibility and clarity; Resonance and articulation; Listening
 - o techniques, active vs. passive listening; Reactive vs. Proactive language;
 - o Answering the telephone, screening calls and taking of messages;
 - o Verbal impactors, getting the right information to personalise the interaction
- acknowledgement of customer's needs.

COURSE CONTENT/OUTLINE:

In this skills programme learners will learn:

- ❖ **HOW TO SERVE PEOPLE ON THE PHONE?**
 - o What callers want?
 - o What do you want?
 - o What people don't like about phone conversations?
- ❖ **HOW TO ESTABLISH RAPPORT?**
 - o How to connect to callers emotionally?
 - o How to control your tone of voice?
 - o How to be emotionally skilled?
- ❖ **HOW TO OBTAIN INFORMATION?**
 - o How to ask efficient questions to get maximum amount of information?
 - o How to minimise misunderstandings?
 - o How to ask probing questions?
- ❖ **HOW TO PROVIDE INFORMATION?**
 - o How to present data or guidelines so a customer can easily follow and understand?
 - o What not to do when providing information?
- ❖ **HOW TO LISTEN?**
 - o How to exploit the power of listening skills?
- ❖ **WHAT CALLERS WANT AND HOW TO SHOW THAT YOU UNDERSTAND THEIR REQUESTS?**
- ❖ **HOW TO HOLD TELEPHONE CONVERSATIONS?**
 - o What are common situations you need to handle when on the phone?
 - o How to open phone conversations?
 - o How to answer phones?
 - o How to close a phone conversation?
 - o How to put on hold?
 - o How to transfer?
 - o How to pick up someone else's phone?
- ❖ **HOW TO CONTROL YOUR TONE AND YOUR CONTENT?**
 - o How to structure your sentences?
 - o How to get around the lack of body language signals?
 - o How to talk with an appropriate rate of speech?
- ❖ **HOW TO DEAL WITH COMMON SCENARIOS?**
 - o How to respond to angry, demanding or other types of callers?
 - o What strategies can you use when you encounter difficult situations?

PROGRAMME ACCREDITATION:

This is a workshop and thus not credit bearing.



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 & Conditions apply to all LeMark Training Interventions.

CERTIFICATION: After the successful completion of this workshop learners will receive a **LeMark letter of Attendance**

RATE: R5 935.00 (incl. VAT) Per Person (Breakfast, Lunch, Refreshments & Study Material).

VENUE: Centurion/ Pretoria.

REFERENCE NUMBER: Please Use Your Invoice Number.

CLOSING DATE FOR REGISTRATION: Last Working Day before Programme Starts.

CANCELLATION DATE: 7 Working Days before Programme Starts

INTELLECTUAL PROPERTY RIGHTS:

Definitions:

- **"Intellectual Property"** means intellectual capital embodied in any and all technical and commercial information, including, but not limited to chemical structures, biological or chemical information, manufacturing techniques and designs, specifications and formulae, know-how, data, systems and processes, production methods, methodologies, trade secrets, undisclosed inventions, financial and marketing information, as well as registered and unregistered intellectual property in the form of patents, trademarks, designs and plant breeders' rights (whether granted, registered or applied for, and copyright in any works including literary works or computer software programmes).
- **The Service Provider** – means LeMark Training & Development Pty Ltd or Lemark.
- **The Client** – means the person the quote/marketing outline is addressed to and the training/consultation will be done for.

On acceptance of this quotation for services to be rendered as per marketing letter outline, the Service Provider (LeMark Training & Development Pty Ltd) shall retain ownership in the copyright in its pre-existing intellectual property, in particular the copyright in the Training Manual/Modules, as well as its working papers and, for purposes of clarity, shall own its methodologies and intellectual property on its investigative techniques, evidence collection methods, skill, expertise etc.

- The Service Provider warrants that it is the developer of the Training Materials/Manual/Modules, that copyright vests therein, and that such copyright is owned by the Service Provider.
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- The parties agree that no documentation between the parties constitute an assignment of the ownership of the copyright in the Training Manual/Materials/Modules.
- **The Client** undertakes not to attack, or support an attack, on the ownership of the copyright in the Training Materials/Manual/Modules of the Service Provider and to promptly report any possible infringements thereof to the Service Provider.
- **The Client** undertakes not to use, amend, modify or alter the Training Materials/Manual/Modules, without the express written permission of the Service Provider.

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- **Admission conditions and cancellation policy applies.** For full details contact LeMark Training & Development (Pty) Ltd (LeMark) or visit our web site: www.lemark.co.za. LeMark **reserves the right to postpone/reschedule or cancel SCHEDULED skills programmes or courses** should the number of bookings not justify the presentation of the event. **The liability** of LeMark in the event of a skills programme, seminar or course being cancelled will be limited to a refund of the event fees to the delegate.
- **An official booking form confirmation (LeMark Complete Registration Form) must be received from the Customer in order to reserve a place for all the LeMark Scheduled Training Programmes.**
- **Prior to the receipt, acceptance and acknowledgement by LeMark of your confirmation/ booking (registration form/s), you will not be deemed as booked. (Please refer to Booking Procedure and Confirmation Instructions).**
- **It is the responsibility of the Customer to enquire should they not receive a confirmation from LeMark after they have submitted a registration form or payment for training.**
- We **reserve the right to change the venue and the order of the presentation** or, if absolutely necessary, to substitute a **facilitator or presenter**.
- LeMark is **ACCREDITED by the SERVICES SETA** as an institution delivering quality education and training - Provider. Entity Number: (0149)2010/002646/02 (was 2001/025985/23).
- **Price and availability** is subject to change without notice; although we try to assure accuracy, LeMark cannot be responsible for typographical or photo errors on our website, electronic and printed material.



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The LeMark Customer Service Charter

The first principle toward which LeMark strives is total client satisfaction. Our full promise to you is listed on our website www.lemark.co.za.

We would love to hear from you, our valued client, if you feel we are not fulfilling our promise to you!

***Please Note: The LeMark Course Rate Includes:
Provision of Training & Certification Costs!***



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