



training on the  
telephone

ACCESSIBLE TRAINING RIGHT DOWN THE LINE

effective telephone skills  
means better performance



Kevin has a passion for developing people and is driven by results and is doing just that by offering training on the telephone.

As you might expect, he is CIPD qualified, an accredited personal and business coach and a licensed NLP practitioner.

“Our approach is simple. You achieve better results by increasing your telephone skills or you don't pay!”

## on the top

Training on the Telephone is the creation of Kevin Green. A training professional that started a telesales career within one of the UK's best known insurance companies, quickly rising to become one of the organisations top sellers, frequently appearing in the Sales floor's 'Top 10' league table on a consistent basis. Attributing much of this success to being service focused in a very competitive sales environment, he then embarked on a journey to recreate his approach with sales teams of his own through several years spent within sales management. After getting bitten by the thrill of seeing others succeed through effective training and coaching, Kevin applied to be the Training Manager for a new contact centre and got a chance to create a complete training function for new Sales and Service staff which grew to be 500 strong within 2 years. Eventually, Kevin became responsible for the training function of contact centre staff at 6 locations nationally, achieving results that saw his efforts recognised with a Chief Executive award.



# training on the telephone

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The concept is simple, if you want to be more effective on the telephone then you need to spend more time on the telephone learning and practicing skills that will make you more effective.

We offer - ACCESSIBLE TRAINING RIGHT DOWN THE LINE - easy access to high quality training that will increase performance and get results. The training is delivered - RIGHT DOWN THE LINE – over the telephone where skills and techniques can be demonstrated and assessed in a real live environment. You don't even have to leave your desk - you can book, take part and put the skills into practice and it's all just a click and a telephone call away.

## on the web • how it works

Browse our site [www.trainingonthetelephone.co.uk](http://www.trainingonthetelephone.co.uk) and explore course options that fit well with your needs.

Book and pay now simply, easily and securely with PayPal, cheque or by credit/debit card over the phone.

A delegate joining pack will be sent to the email address supplied at the time of booking within 5 working days of the training event (time of booking permitted).

If you would like the info pack to be sent directly to the delegate – please send an email to: [info@trainingonthetelephone.co.uk](mailto:info@trainingonthetelephone.co.uk) indicating the delegate name and email address.

Dial into the telephone number issued within the delegate info pack 5 minutes before the listed event time to ensure a punctual start and enjoy a great training session!

A full handout pack and certificate of completion will be emailed to the delegate within 5 working days of the event for technical reference and evidence of professional development.



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# on the right course

We offer a number of courses that help you energise various aspects of your business, categorised into three overall areas:



## The Sales Series

The world turns because of the sales industry. Nothing moves until something is sold to someone. Our range of courses helps you to find out how you can sell more using the telephone.

Sales staff will learn how to be more effective in their approach to selling on the telephone, making the customer feel like they are buying

rather than being sold to and matching different techniques to particular customers.

- Closing the sale
- Customer objections – an opportunity?
- People buy people
- Selling benefits not features



## The Customer Service Series

Under promise, over deliver and leave the customer feeling that their day has been brightened, just because they spoke to you!

This is a key element of every business function. Customers appreciate and remember good customer service and will be more likely to come back for more. Employees are more effective if they have a positive attitude to

dealing with customers, particularly when dealing with negative issues.

These courses combined with the Sales Series will put your business on the road to success.

- Handling complaints
- Outstanding customer service
- Focus on what you can do... not what you can't

## The Personal Effectiveness Series

Be inspiring and impact each call positively. With techniques and strategies learnt through our courses you will enhance your communication, persuasion and professional credibility and be able to manage your time and your calls with greater confidence.

- Building effective relationships
- Call and time management
- Get up, staying up



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## on the ball

In ever increasingly competitive market places, businesses need to ensure that their staff are equipped with the skills to deliver great service and produce results. Training is key in developing staff and keeping businesses ahead of their competitors and in favour with their customers. Many businesses find that they do not have the resource in time or money to engage in training opportunities. The skills offered by training on the telephone provide a solution. Training is cost effective and time effective too. Courses can be taken at a time to suit you and without staff having to leave their desk, keeping your business on the ball.

## on the money

Many businesses might not see the benefit of training staff, business is doing OK so why invest? training on the telephone is available at a fraction of the cost of conventional training and can make a big difference to performance and subsequent sales. For a little investment you get a lot in return, giving you affordable training that's right on the money.

## on the up

We make a bold statement at training on the telephone – “You achieve better results by increasing your telephone skills or you don't pay!” – this is because we are confident that the skills and knowledge we offer WILL make an impact on business performance and staff effectiveness, keeping business on the up.

## good on the environment

No travelling to training centres means less business mileage and less CO<sub>2</sub> emissions – all good on the environment.



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Having known and worked with Kevin for over 8 years, I am confident in recommending the value he will bring to your organisation and the impact he makes with individuals through the expertise he brings in the field of telephone skills. The energy, enthusiasm and professional focus he brings are highly infectious and the positive angle of how much more can be achieved by improving telephone skills, achieves brilliant and sustainable results. He has that illusive combination of knowledge, skills and experience, delivered through a highly engaging interpersonal style that gets people to want to try new things and be open minded about what they can achieve. Having walked the talk (consistently topping the Churchill best sellers league tables), he understands firsthand the challenges and mindset people need to wrestle with and can relate to people in a way that enables them to believe in themselves in a different way. His results are outstanding and his diligent pursuit of making a difference means he really does!

**Kayte Brook-Simpson Director of Leadership Services Blue Sky Performance Improvement**

I have known Kevin for some time and am happy to offer my thoughts in regards to his Knowledge/Skill & Impact. I came across Kevin for the first time as the Head of Leadership & Learning for RBS Insurance (Churchill & Direct line); Kevin was the lead on developing the Telesales & Teleservice skills and competency base. This was a highly pressured and fluid environment, with ever changing political, product, legal and resource demands, within this environment Kevin was able to demonstrate incredibly high levels of personal knowledge, intuition, problem solving and team motivation that was a key part of the success of those enterprises at the time. Kevin is himself highly knowledgeable, honest and savvy; you'd do well to consider him for any enterprise.

**Guy Bloom Principal Consultant Leadership**

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