

# SALES & CUSTOMER SERVICE TRAINING FOR CALL-CENTER AGENTS

*“Sales & Customer Service Training for Call-Center Agents”*

## Schedule

Date	Venue	Fees
09 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

This one-day intensive training is designed specifically for call-center agents who want to sharpen both their sales and customer service skills. From mastering objection handling to delivering exceptional customer experiences, this course helps participants confidently manage calls that drive business success.

## Objectives

By the end of this course, participants will be able to:

- Apply proven sales techniques over the phone
- Deliver outstanding customer service across interactions
- Build rapport and trust quickly with callers
- Handle objections and turn challenges into opportunities
- Close sales and upsell confidently

## Why Attend

- **Boost Sales Performance:** Learn tactics to increase call conversions and meet sales targets
- **Enhance Customer Satisfaction:** Deliver seamless, positive customer experiences
- **Strengthen Communication Skills:** Master tone, language, and listening techniques
- **Improve Objection Handling:** Navigate tough customer interactions smoothly
- **Increase Team Confidence:** Equip agents with actionable tools they can use immediately

## Target Audience

This program is designed for:

- Call-center agents and representatives
- Customer service and support staff
- Inside sales teams
- Call-center supervisors and trainers
- Anyone involved in phone-based customer engagement

## Individual Benefits

Key competencies that will be developed include:

- Effective sales communication
- Active listening and empathy
- Persuasion and influence skills
- Objection handling and problem-solving
- Closing techniques and upselling

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher customer satisfaction scores
- Increased call conversion and sales rates
- Consistent, professional call handling
- Reduced call escalations and complaints
- Stronger customer loyalty and retention

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- **Role-Playing Exercises** – Simulate live customer calls
- **Group Discussions** – Share best practices and challenges
- **Interactive Activities** – Practice sales scripts and objection handling
- **Case Studies** – Analyze successful sales and service strategies
- **Action Planning** – Develop personalized improvement plans

## Course Outline

**Training Hours:** 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Introduction to call-center sales and service excellence
- Understanding customer needs and expectations
- Building rapport quickly over the phone
- Sales scripting and persuasive language
- Handling difficult customers and objections
- Closing the sale and upselling effectively
- Monitoring performance and continuous improvement

## Certification

Participants will receive a Certificate of Completion in Sales & Customer Service Training for Call-Center Agents, recognizing their enhanced skills in phone-based customer interactions.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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