



Claudia Fischer

The top specialist for telephone communication, sales and acquisition

Acting, and not reacting

Strategies for efficient communication on the telephone

The telephone is the most important means of communication. When we want to get to the point, we reach for the receiver. However, doing business on the telephone successfully, and making a professional impression on the client, needs to be learnt. Companies of all sizes lack this key qualification in 'Telephoning' – from the switchboard to sales, service, support, marketing, and indeed all those in contact with internal and external clients.

A survey which I carried out together with the journal 'acquisa' revealed that with business telephone calls as a general rule the following three points come in for criticism:

1. The callers are usually not adequately prepared for the company, and the person they are calling.
2. The callers need far too long to come to the point.
3. The benefit to the customer is not made clear.

However, with professional support all these challenges can be met. As a specialist in telephone communication, sales and acquisition, I am able to train and coach both you and your employees to be the top in your field. Professionalism makes 'the' difference.

1. I specifically do not offer one-off training sessions, but develop middle and long-term training and support concepts.
2. Clients emphasize as my most positive quality, my ability to identify available employee potential faster than average, and to quickly develop an appropriate, practically oriented optimization plan which I then present convincingly and coherently to all concerned.
3. It is for good reason that clients regularly using my services include many market leaders.

Personal background

Practical experience

At Mercedes-Benz I was responsible for various sales tasks at several locations for a period of eight years. At the age of 24 I was involved in setting up a sales office in Chemnitz. I was then employed as management trainee at UPS. Here I later took over the leadership of the Telesales/Teleservicing department, where I was able to gain comprehensive and active outbound experience. I then moved to the Sales Promotion department, where I was responsible for all relevant fairs in Germany, sport sponsoring and incentives in the Central European Region.



Training experience

In 1995 I became a self-employed trainer, specializing in the areas of telephone communication, sales and acquisition. My main emphasis lies currently in the strategic and conceptual supervision of entire company teams, and in optimizing their telephone contacts. This specialization, and the above-average satisfaction on the part of my clients, has attracted the interest of the media more and more frequently. In addition to many printed interviews and articles about me, there have been two TV reports on BR-alpha and the Bavarian television channel, as well as a series of radio interviews on SDR 1, Rockland, MDR 1, Bayern 3 and SWR 3.

Author of the following books:

- Claudia Fischer: telefonsales, Reihe book@web, GABAL Verlag Offenbach, ISBN 3 – 89749 – 288 - 1
- Claudia Fischer: telefonpower, Reihe book@web, GABAL Verlag Offenbach, ISBN 3 – 89749 – 175 – 3
- Claudia Fischer: „Maximale Telefonpower“, Gabler Verlag Wiesbaden, ISBN: 3-409-03448-X
- Köhler (Hrsg.): Best of 55, GABAL Verlag Offenbach, ISBN 3-89749-555-4

Writer of numerous articles in the following publications:

acquisa, Apolda GmbH, architektur objekte, ASU-BJU News, Autohaus, Computer im Unternehmen, Cosmopolitan online, Der Markt in Mitteldeutschland, Der neue Vertrieb, Der Selbständige, Deutscher Vertriebs- und Verkaufs-Anzeiger, Die Mappe, Direktmarketing Praxis, Erfolgsfaktor Kunde, Funpic, Hannoversche Allgemeine, Lindauer Zeitung, MAIN POST, MittelstandsMagazin, Mittelstandsportal, Niederbayerische Wirtschaft, Norddeutsches Handwerk, Pluscard, Presse Portal, ProFirma, promotion Business, salesBUSINESS, Seminarexpress, Sparkassen-Zeitung, Telefonmarketing Spezial, Tempra 365, Thüga netzwerk, TRAINING aktuell, VDI Nachrichten, Wirtschaft & Weiterbildung, Wirtschaft in Mainfranken, Wochenblatt Bodensee

Personality

The most frequent feedback from my clients: 'Claudia Fischer is inspiring, dynamic, determined, highly motivated, demanding, pragmatic, sensitive and genuine. Her perception is both quick and good.'



The four stage concept

For my client support service I consistently use a four stage concept, developed by myself, and which is ideally adapted to company-specific requirements.

The basis of this concept is a thorough analysis of the individual company situation for the following reason ...

‘Only by becoming familiar with the situation in the company is it possible to assess how to optimize the behaviour of the employees.’

I therefore recommend that the actual training is always preceded by a two stage analysis.

Analysis

Static analysis

During the static analysis phase I evaluate all written documentation of telephone communication, sales and/or acquisition presented, or made available, to me.

Dynamic analysis

During the dynamic analysis phase I observe the participants on site at their place of work and assimilate valuable information on structures, systems and staff by means of interviews, review of the workplace, listening to telephone conversations and the subsequent analysis of communicative and rhetorical skills.

As client you are, of course, welcome to make use of the results of these analyses – further development processes can, therefore, very easily be compared with the initial situation at any time.

Training

In my training courses I optimize the communication behaviour of the participants so that their telephone conversations are more purposeful and successful in their individual, company-specific work situation. For you this means – more orders, more qualified appointments, more satisfied customers ... A positive side-effect: The participants often change their thinking patterns!

Very important:

1. For good reason I always encourage the participants of my training courses to develop individual telephone guidelines. In my opinion standard telephone guidelines with fixed text elements have little sense, because such conversations in most cases do NOT sound authentic and are therefore NOT credible. A guideline developed by the participant him or herself and ‘finely tuned’ by an experienced trainer is the choice medium – and an excellent instrument to optimize performance.



2. An important component of a really professional conversation starter is a successful sentence with two 'door openers' – that is, an abbreviated description of two advantages of the individual product or service. This is the reason why I place great value on teaching such conversation starter techniques in my courses.

Training-on-the-job

It is often a considerable challenge to convert newly-acquired knowledge into a clear change in behaviour – we are often stuck in our old behaviour patterns. My tip: on-the-job training for employees! Your advantage: Customer service employees are coached in their familiar company environment during working hours.

Result: Immediately after a telephone conversation I analyse the procedure with the individual employee, make suggestions for improvement and develop optimal behavioural strategies for future telephone conversations together with him or her. As part of the further training-on-the-job I am able to continuously promote the further development of each employee.

Consultation

A company-specific consultation offers distinct advantages:

- All necessary organizational changes can be fully identified in good time.
- Information gained during the analyses and training which are relevant to the positive development of company business are defined precisely and can be used by other departments, for example, Marketing.
- The results of the consultation can also be used for related departments, which can thus be strengthened in their interface functions.
- As part of a practically oriented consultation the management can be actively involved in the training measures.
- A close exchange at management level enables new, more success-oriented sales strategies to be developed.

Result: The total concept becomes a process of continual company development.