



Secretarial



# Frontline Skills for Administrative Professionals



1 Day Course



Classroom or Virtual  
Blended Training

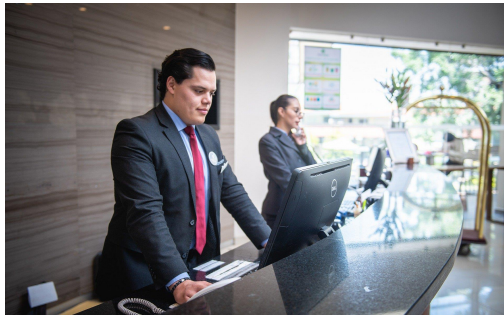


**Accredited Course**

Aligned to Unit Standard 14348 (3 credits) in the Business Administration Level 2 Qualification.



Endorsed by OPSA



## About the Course

 **Classroom:** R 3, 850 Excl. VAT | **Virtual Training:** R 3, 195 Excl. VAT

A friendly and professional receptionist immediately creates a fantastic first impression in the customer's mind. Just from that first contact, their impression of your organisation is one of being efficient, customer service oriented and professional. Unfortunately, not everyone is born with a clear speaking voice, professional tone or appropriate dress sense; but these vital frontline administrative skills can be easily acquired with the right training.

This practical 1 day **Frontline Skills for Administrative Professionals** course will teach you how to improve the way you manage clients in person and on the phone. You will learn vital communication and business etiquette techniques and skills to improve your professionalism and eliminate any unintentional but annoying bad habits.

Attend this course and discover how to always sound and look professional, greet visitors competently, and give the very best "first impression" of your company and yourself.



[View Public Dates](#)



1 Day



Accessible from any Location on any Device



Certificate of Attendance



**Course aligned to Unit Standard 14348 (3 credits) in the Business Administration Level 2 Qualification.**

*Unit Standard Assessment is optional but charged an additional fee of R 1, 450 Excluding VAT per delegate.*

## What you will learn

- Creating a favourable "First Impression" for you and your company that will last in the client's mind
- Developing a Professional Telephone Voice by using a simple 5 step process
- Applying methods for turning a negative situation or response into an extremely positive experience
- Understanding how to deliver customer service that will set your company apart from the rest
- Handling multiple calls and deal with impatient people without becoming stressed and short with callers
- Understanding your common "Telephone Tyrants" and other difficult callers to enable you to deal with them quickly and professionally
- Terminating your conversation with courtesy and with professionalism, even if it's a chatty caller who doesn't want to hang up
- Dealing professionally and graciously with aggravating people and stressed colleagues, allowing you to remain calm, efficient and in control of emotional and conflict situations at all times
- Accurately summarise complicated documents and concepts
- Spot the mistakes that your computer doesn't pick up
- Understanding Professional Business Etiquette and dressing for the occasion.

## Who should attend

**Previous delegates include:** Frontline Receptionists, Secretaries, Administrative Assistants, Customer Service Assistants.



"A fun and enjoyable course where I learnt some simple, yet very powerful frontline skills and techniques."

- Receptionist,  
Kalex Flavours and Fragrances

## Course Programme Agenda

### Assessing your Communication Strengths and Weaknesses

- Assess your own communication style
- How to identify the wants, needs and expectations of others
- Identifying the barriers to communication
- How to increase your ability to communicate and “read” people
- Understanding the importance of listening in effective communication
- Developing sound questioning techniques for improved communication

### Boosting your Communication Skills by Integrating Social Intelligence and EQ into your Communication Style

- Learning how attitude helps or hinders communication
- Changing your thinking from negative to positive
- Developing effective questioning and listening skills
- Learning to read body language to ensure you always gauge a situation accurately

### Essential Etiquette for Frontline Staff

- Introduction to the importance of the telephone and customer service
- How to greet every in-person customer and caller in way that makes a positive first impression
- Understanding why transferring calls, screening calls, and placing calls on hold are three seemingly simple tasks that are really major “danger zones”
- Discover ways to avoid irritating callers or giving the impression that they are being “pushed” around the office
- Learn how to handle a range of delicate situations in a way that makes the interaction as pleasant as possible for the caller
- Examine your own subtle and not-so-subtle habits that can damage relationships with callers

### Surviving Telephone Tyrants

- Learn to recognise different types of telephone tyrants and gain an understanding of how to deal with each type
- Practice techniques for reducing the emotional impact of difficult callers and methods that can turn a stressful encounter into a positive interaction

### It’s not what you say, but how you say it and the Power of Word Choice

- Learn why voice tone is a critical factor in successful telephone communication and how attitude toward a caller affects voice tone.
- Practice using the power of voice tone to create images, carve out impressions and deliver a carefully crafted communication to the caller
- Why words take on an added importance in a telephone conversation with body language removed from communication
- Discover the skill of choosing the right word or phrase to send the best message
- Practice using Motivating Phrases, Affirming Phrases, Responding Phrases, Visual Words, and other PHONE POSITIVE vocabulary techniques that build rapport, keep calls on track, and gather necessary information

### Managing your Time when on the Telephone

- Learn proven ways of terminating a chatty conversation, and politely bringing the caller to the point
- Discover how to use active listening to prevent misunderstandings and get it right first time
- Ways to deal with multiple callers or a switchboard that is going “crazy”



## Course Programme Agenda

### Being Assertive

- Understand that effective secretaries should be confident and assertive
- Look at the key cornerstones of confidence
- Explain what they could do to improve their current levels of confidence by building on their strengths
- Explain why assertive communication is so important
- Assess their overall current levels of assertiveness
- Explain the concept of assertiveness rights
- Discovering why assertive communication is so important in solving conflict

### Discovering how Conflict in the Workplace Arises and how to Deal with it Effectively

- Understanding where communication problems can lead to conflict
- Knowing what to do to improve your ability to communicate and to “read” people
- Understand your own approach to conflict and your own power basis
- Building awareness of how cultural differences influence communication, perception and conflict management
- Discussing various conflict situations Administrative Professionals are faced with –and how to deal with them:
- Not transferring calls through to your boss
- Dealing with angry customers or clients
- Dealing with grumpy suppliers
- Coping with colleagues or bosses who are having a bad day!

### Understanding Business Etiquette and Business Dress Codes

- An overview of required and acceptable business etiquette
- Embracing cultural differences in terms of business etiquette
- Greeting, meeting and introducing people professionally in a business setting
- Initiating a conversation with a new business associate, making constructive small talk and then ending the conversation on a high note
- Networking effortlessly with possible contacts, taking the opportunity to discover new ways to expand your contacts
- Conducting yourself positively during meetings, participating professionally and voice dissent when always needed while being taken seriously
- Entertaining staff, clients & customers while displaying the proper etiquette in all things from Table Manners to Toasting
- Learning why discretion is important when talking to outsiders about your company, and how indiscreet disclosure of information could harm your company
- Aligning your wardrobe choice with your company and office environment

ENDORSED BY



This course is endorsed by the **Association for Office Professionals of South Africa (OPSA)**. Delegates who are professional members with OPSA can claim a **5% discount** for this course and earn 1 CPD point towards their annual development plan.

Visit [www.opsa.org.za](http://www.opsa.org.za) for more information and sign up as a professional member today.

# Short Course Training Formats

We offer 2 Short Course Training Formats, to fit in with your staff development and upskilling objectives.



## Public Training

Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.

\*Classroom training (Johannesburg only) and **Blended / Virtual Training** (nationwide) is available.



## Onsite / In-House Training

Have a **group of delegates** and want a tailored organisation-specific training solution? Onsite training is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

\*Classroom training (nationwide) and **Blended / Virtual Training** (nationwide) is available.

Blended training is available on these popular platforms:



# Benefits of this Short Course



Staff Acquire Vital Skills



Increases Efficiency and Productivity



Motivates and Empowers Staff



Future-Proofs your Workforce's Abilities



Immediate Impact on Job Performance



Can lead towards a Competitive Advantage



Can Count towards your B-BBEE Score



Staff can Earn Credits towards a Qualification\*



Provides a Great Networking Opportunity

# Features of this Course



Accessible from any Geographic Location



Expert Facilitators



Practical and Intensive Sessions



Researched to Meet Workplace Demands



Skills you can 'Plug-and-Play' into the Workplace



## CBM On-Demand

Training when YOU need it!

No public training short course scheduled on a date when you need it most? No problem. With **CBM On-Demand** we can schedule any course you want, for as many delegates as you need, when YOU want to!

All you need to do to arrange your 'On-Demand' course is to get in touch with us on (011) 454 5505 or email [cassidy@cbm-training.co.za](mailto:cassidy@cbm-training.co.za). Let us know what your skills development requirements are and we will then arrange your On-Demand course, when YOU need it.



## Interested? Here's the Next Step



### SIGN UP NOW AND SECURE YOUR PLACE

1. [Click here](#) to register online.
2. Select the training methodology you prefer and the date you would like to attend.
3. Click "make a booking" and fill out the quick online registration form.
4. Choose your payment method to finalise the booking and pay via EFT or credit card.

OR

Click on the buttons below to get a cost estimate before booking.

Work out a Cost Estimate

Request a Quotation



### HAVE ANY QUESTIONS?

Our professional customer support team is eager to assist and provide you with comprehensive advice and recommend effective skills training solutions.

[Click here](#) to start a live chat with an agent *(available during business hours only)*.

Alternatively, call us on +27 (0)11 454 5505 or email [info@cbm-training.co.za](mailto:info@cbm-training.co.za).

## ACCREDITATION AND B-BBEE



CBM Training holds full institutional accreditation status with the Services SETA – accreditation number 0057.



CBM Training has a B-BBEE Level 2 certificate. We have been evaluated and audited by the BEE Verification Agency.

## GET IN TOUCH

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[www.cbmtraining.co.za](http://www.cbmtraining.co.za)

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