

**KTA - TTA**  
*2007*  
*CUSTOMER SERVICE TRAINING*  
**June Session**

The Kentucky Telephone Association and Tennessee Telecommunications Association are jointly offering training sessions in 2007.

TTA will host the accounting and engineering courses. KTA will host the customer service courses. Other industry wide classes may also be scheduled. Each office will be responsible for their own course and meeting information, registration and billing for their own sessions.

KTA has scheduled 5 customer service courses over 3 sessions in 2007. The 1<sup>st</sup> session will offer 1 course on May 8 at the Holiday Inn University Plaza in Bowling Green. *Session 2 will offer 2 courses on June 26-27 at the Marriott Resort in Lexington.* The 3<sup>rd</sup> Session on August 15-16 will offer 2 courses back at the Holiday Inn University Plaza in Bowling Green. The course descriptions are on page 2.

The 2007 session courses and dates are on the enclosed registration form and similar announcements will be sent for each session. Registration for all sessions can be made now and the KTA office will confirm each attendee in the subsequent session announcements.

The courses will be provided by Continuum, a training division of Jackson-Thornton. Continuum provides a full series of training courses for the utility industry in over 38 states. Find out more about Continuum and its offerings at [www.aboutcontinuum.com](http://www.aboutcontinuum.com).

Although 2 courses will be offered in the June and August sessions, each course is offered separately and attendees do not have to sign up for both courses. The training sessions are designed to allow companies maximum flexibility to schedule staff to attend.

Attendees will be provided course handouts and meeting breaks. Meals are on own your own. At the end of each course, attendees will be given an evaluation form to complete and return to the KTA office.

*HOTEL RESERVATIONS.* KTA has a room block at \$124 (+tax) for the nights of June 25-26. Call the Marriott Resort in Lexington (859/231-5100 or 800/228-9290) by June 4 to reserve your room. Be sure to mention the KTA meeting to get the group rate.

*MEETING REGISTRATION.* Complete and return the enclosed registration form to the KTA Office by June 19. Phone, fax and on-line registration will also be accepted.

*COSTS.* There is no advance registration fee. Attendees will be billed after the meeting to recover general meeting expenses.

*QUESTIONS.* Contact Forest at the KTA office (859/223-9001 or [forest@ktaoffice.org](mailto:forest@ktaoffice.org)).

*AGENDA - JUNE SESSION.*

Monday, June 25

4:00 PM Hotel check-in

Tuesday, June 26

8:00 AM Registration & Continental Breakfast  
8:30 AM *The ABCs of Effective Customer  
- 4:00 PM Communications*

Wednesday, June 27

8:00 AM Registration & Continental Breakfast  
8:30 AM *Customer Focused Selling Skills*  
- 4:00 PM

*TRAINING SEMINAR INFO ON THE WEB*

[www.ktaoffice.org](http://www.ktaoffice.org)

[www.tennel.org](http://www.tennel.org)

[www.griffingatemarriott.com](http://www.griffingatemarriott.com)

**Kentucky Telephone Association**

851 Corporate Drive Suite 105  
Lexington, KY 40503  
859/223-9001 Fax 859/223-2601

**Tennessee Telecommunications Association**

150 Fourth Avenue N Suite 480  
Nashville, TN 37219  
615/256-8005 Fax 615/244-4803

**Marriott Griffin Gate Resort**

1800 Newtown Pike  
Lexington, KY 40511  
859/231-5100

*KTA TRAINING 2007*  
*CUSTOMER SERVICE COURSES*

*(Courses by Continuum)*

► **TELEPHONY 101: UNDERSTANDING BASIC TELECOMMUNICATIONS (CS 1)**

This 1-day seminar is designed for the non-technical telecommunications professional that needs a broad based perspective of the technology, products, and services in the industry in which they work. The course is designed to provide participants with an understanding of the technical language of telecommunications and how the pieces fit together to provide customers with the service needed. Some of the key concepts discussed will involve:

- *How a telephone system works*
- *What are the different types of transmission media*
- *How does a digital switch work*
- *Learn about T-1 Basics and networks*
- *How fiber optics and Microwave are used*
- *How a Frame relay differs from circuit switched networks*
- *What is optical networking, switching, and multiplexing*
- *Learn about IP-VPN*
- *Mobile Wireless Networks*
- *Operations Support Systems (OSS)*
- *Future Trends in the industry*
- *And much more*

► **THE ABCS OF EFFECTIVE CUSTOMER COMMUNICATIONS: HELPING TELECOM CUSTOMERS SELECT AND STAY WITH YOU (CS 2)**

This 1-day course is designed as an introduction to the basic principles of effective customer communication and how customers evaluate service delivery. Class discussion along with small group exercises provides each participant with the basic tools necessary to interact effectively with customers in a variety of business-related situations. Emphasis is placed on dealing with customers in stressful circumstances. Topics covered include the following:

- *The ABC's Blueprint*
- *The Four Universal Customer Expectations*
- *The Five Basic Strategies for Handling Stressful Customer Situations*

► **CUSTOMER FOCUSED SELLING SKILLS: MAKING THE FIRST CONTACT COUNT (CS 3)**

This 1-day course is designed to provide employees the basic skills for aiding customers in making purchase or participation choices. Unlike the typical "sales" training program, the emphasis here is

customer-focused rather than being "commission" focused. Topics covered include the customer purchase choice process, the features/benefits relationship, and an introduction to using persuasive communication skills. Learning outcomes include:

- *Learn to distinguish the 'two' categories of buyers*
- *Understand the PDM (Purchase Decision Making) process and how to use it effectively with your customers*
- *Learn to use the 5-Step customer focused selling model*
- *Understand how to create and use a 'features-benefits' checklist for selling products*
- *Value/cost principle*
- *Effective ways to gain confidence*

► **SERVING CUSTOMERS EFFECTIVELY BY PHONE: BUILDING PROFIT THROUGH POSITIVE CUSTOMER INTERACTION (CS 4)**

This 1-day course is intended to provide participants with an understanding of how to achieve service excellence when conducting business transactions via telephone. Through class discussion and interactive exercises, participants will develop and enhance their phone skills for dealing with customers in scenarios such as product sales, service issues, technical supports, and billing concerns. The skills learned in this program serve to enhance the performance of all employees who interact with customers via phone with an end result of reduced stress, more efficient utilization of transaction time, and improved customer satisfaction. Schedule of topics covered:

- *Understanding fundamental customer expectations*
- *The basics of business telephone etiquette*
- *Strategies and skills for effectively managing telephone traffic*
- *Learning how to responding appropriately to customers*

► **THE ABCS OF MAKING DIFFICULT CUSTOMER CONTACT EASY: A SURE WAY TO PLEASE YOUR TELECOM CUSTOMERS (CS 5)**

This 1-day course is designed for anyone who may find themselves on the receiving end of hostile, aggressive, or manipulative behavior from customers. The course is designed to help employees effectively manage intensely emotional customer interactions. Participants will gain insight into various patterns and dynamics of behavior. Additional topics covered include:

- *An exploration of the dynamics of emotional behavior*
- *The various patterns of aggressive/assertive behavior*
- *How to use word-choice techniques to help defuse tension or hostility.*

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2007  
 CUSTOMER SERVICE TRAINING  
 REGISTRATION FORM

<i>Company:</i>	
<i>Address:</i>	
<i>Completed by &amp; phone # &amp; email:</i>	

► **REGISTRATION.** Select from 5 courses over 3 sessions:

Dates	Course #	Course	Schedule
May 8	CS 1	Telephony 101	1 day course: 8:30 am – 4:00 pm.
Jun 26	CS 2	<i>The ABCs of Effective Customer Communications</i>	1 day course: 8:30 am – 4:00 pm
Jun 27	CS 3	<i>Customer Focused Selling Skills</i>	1 day course: 8:30 am – 4:00 pm
Aug 15	CS 4	Serving Customers Effectively by Phone	1 day course: 8:30 am – 4:00 pm
Aug 16	CS 5	Making Difficult Customer Contact Easy	1 day course: 8:30 am – 4:00 pm

Name & Position <small>Please show the course # in each session attending. Use an additional page if necessary</small>	<del>May Session</del>	June Session	August Session
Ima Telecom Person (example)	1	2,3	5

► **PAYMENT:** There is no advance registration fee. All attendees will be billed on a pro-rata basis to recover the general meeting costs, including meeting breaks & course materials. Late cancellations and no shows will also be billed.

► **ACTION STEPS FOR THE JUNE SESSION IN LEXINGTON:** (other sessions info provided in separate announcements later)

○ **Hotel Reservations.** Call the Marriott Resort at 859/231-5100 or 800/228-9290 by *Monday, June 4*. Mention the KTA meeting to obtain the \$124 (+ tax) group room rate.

○ **Meeting Registration.** Complete and return this registration form to the KTA Office by *Tuesday, June 19*. Mail, phone, fax, email or on-line registration accepted.

Kentucky Telephone Association      859/223-9001  
 851 Corporate Drive Suite 105      fax - 859/223-2601  
 Lexington, KY 40503      www.ktaoffice.org

○ **Questions?** Contact Forest at the KTA Office or email to [forest@ktaoffice.org](mailto:forest@ktaoffice.org).