



Notes

## Practical-9

Describe the new products/services launched by your company through a telephonic conversation.

### Objective

After completion of this practical you will be able to convince your customer through telephonic conversation to use your product/service.

### Pre-requisite

- You should be able to use Telephone service(i.e. hold/forward/resume call) provided by company.
- You should have knowledge of customer language( regional language/English).

### Procedure

- Make sure your Telephone line is working and voice is clear in the communication.
- When you get connected to the customer use appropriate words for greeting(i.e. good morning or good evening sir/madam).
- Ask customer “is it appropriate time for conversation”. If yes then continue with next step otherwise go to step 7.
- Describe the product/service and its qualities you may also tell them about discounts/offers that are being given by your company.
- Open your feedback form to fill the customer’s feedback about the conversation for further communication.(i.e. name, location, which company product they prefer etc....)
- If you feel customer is interested then ask for confirmation.
- End your conversation with greeting words (i.e. have a good day sir/madam).
- Write the special remark if you need for future use.



Notes

**Do's and Don'ts**

- You should have complete knowledge of services/products as well as knowledge of similar products available in the market.
- Don't make false commitments.

**Learner's Observations**

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Instructor's signature