



A mandatory call center training quiz at the end of every BPO class is necessary to make sure that the Latin American agents know how to handle our system and have a confident understanding of your outsourced material taught that day. The offshore campaign information plus advanced rhetoric are a minimum of two written and oral exams that must be passed by all bilingual team members. As the nearshore telemarketing training is near completion, several test calls will be made to you for final approval of the script and our team members ability to properly speak for your company.

Our Central American call center covers all aspects of foundation training for bilingual offshore agents. Since 2000, our telemarketing training staff still has the passion to train and mold raw talent while building the BPO team's self-esteem and confidence. Even if we hire agents that have been telemarketing for some time, we still need to teach our specific phone methods proprietary to your nearshore campaign. It is important to analyze the exact training sessions you need before we begin. Costa Rica's Call Center will supply you with a detailed questionnaire to be filled out prior to the preparation for your classes. Depending on the scale and complexity of your campaign, training times and lengths will vary for proficiency.

The advanced bilingual telemarketing script will be transferred on to a second sheet known as a call map for easy call navigation, flow and enhanced training. Our call center managers use a straightforward flowchart to highlight critical decision points and familiar objectives during the structured telephone conversation. Acknowledging when they ask a good question is used methodically and is essential in promoting additional conversation or customer service support. Most salesman believe that fast talking is the way to close a deal. Yet, we encourage silence as very instrumental when used tactfully on the phone. Deliberate pregnant pauses are incorporated in our pitch and highlighted on the call map as an advantage for encouraging the client's participation.

From day one, our new customer service and sales agents go through our specialized Early System Programming (ESP) where we train BPO agents in increasing their level of intensity and persistence of behavior. Many courageous people initially display an interest in making outbound cold calls, but not everyone has the ability to be a professional bilingual telemarketer that produces results. A call center agent may be highly intelligent according to a more conservative definition yet unmotivated to dedicate this intelligence to certain outbound BPO telemarketing campaigns.

Costa Rica's Call Center operates all bilingual BPO training sessions in a low pressure

environment. In the beginning of call center training, it is very important to build a comfort level with our processes before they are on their own. During this stage, they have to get comfortable handling customer service and sales issues very quickly before they are approved to make a single call for your company. The faster the agents get on the phone and take a call will improve their learning curve, become more efficient faster and would decrease their ramp-up time.

At Costa Rica's Call Center, we are confident enough in our bilingual telemarketing expertise that we are willing to disclose a sample of our nearshore BPO training for the curious. Our Latin American advanced telemarketing course has been highly rated for our extensive call center knowledge in the areas of interpersonal communication, conflict management and phonetics. We invite all companies interested in outsourcing to discover why Costa Rica's Call Center ranks among the best in bilingual communication techniques for Costa Rican telemarketers.

Bilingual phonetics is often discussed and is encouraged as an ongoing study for mastery. Practice calls are always recorded, analyzed and studied during every training session and will cover level one (easy close) to level five (non-stop rebuttal) types of telemarketing calls and customer service escalations. An analysis provided from a detailed checklist will judge the agent's tone, rate, pitch, duration, pause, pregnant pause, delivery and timing of open and close-ended questions. Video taping a call center phone call in progress involves the same phonetics study along with non-verbal communication to understanding how body posture, facial expressions, hands as an illustrator and motion can dramatically improve a voice and projection. All BPO trainees must be a third party observer in order to make the necessary mental changes themselves. The only way anyone can make great strides in career building self-improvement when is to be humbled by their own criticism. Self monitoring and reflection is what will make your telemarketing team rank among the most proficient sounding in the business and will create long term BPO agents for your offshore project.

A call center's psychology of selling over the phone will be the initial BPO topic covered. The telemarketer's mind is focused on how to prevail over rejection and to uncover a physical stamina to handle a minimum of 8 hours of quality outbound phone calls a day. Each bilingual agent's fear of telemarketing is addressed openly and resolved with compassion. Prevention for call center burn out is discussed and will be closely monitored daily for each Central American trainee. This key observation will filter out potential quitters while promoting BPO career team members for your company. At Costa Rica's Call Center, we are not hard on our nearshore call center staff, we hand pick and train them to work hard at making your offshore campaign successful.

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page=advanced_telemarketing.php&Lang=En](http://www.costaricascallcenter.com/page_builder.php?page=advanced_telemarketing.php&Lang=En)