



BB

Brown Bag

## Zoetis Effective Voice Communication



In this course, we'll discuss the best practices and techniques for voice communication used by Zoetis Inside Digital Sales Representatives. Along with best practices for voice communication, we'll explore the following techniques:

- Active listening
- Genuine interest
- Assuming responsibility
- Managing emotions
- Avoiding communication pitfalls
- Leaving a voice message

Let's get started!



Course Introduction

1. VOICE COMMUNICATION BEST PRACTICES FOR IDSR

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☰ **Video: Intro to Best Practices**

☰ **Best Practices Exercise**

☰ **Best Practices Recap**

## 2. ACTIVE LISTENING

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☰ **Introduction**

☰ **Active Listening Exercise**

## 3. GENUINE INTEREST

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☰ **Introduction**

☰ **Genuine Interest Exercise**

## 4. ASSUMING RESPONSIBILITY

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☰ **Introduction**

☰ **Assuming Responsibility Exercise**

## 5. MANAGING EMOTIONS DURING A CALL

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☰ **Introduction**

☰ **Managing Emotions Exercise**

## 6. LEAVING A VOICE MESSAGE

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☰ **Introduction**

☰ **Leaving a Voice Message Exercise**

## 7. THINGS TO AVOID WHEN COMMUNICATING

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≡ Introduction

≡ Conclusion

# Course Introduction

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Please click on the video to begin.



Introduction

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# Video: Intro to Best Practices



## Overview

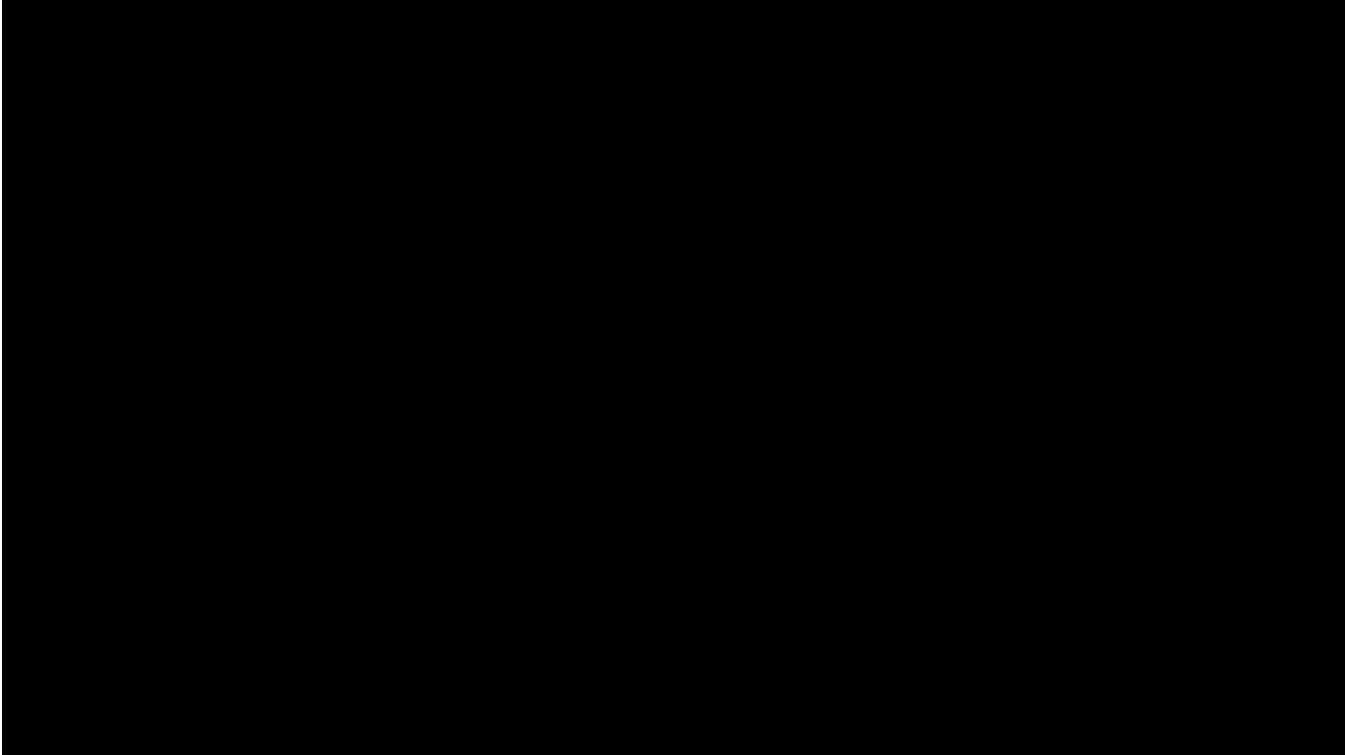
When we communicate over the phone, we lose the ability to convey body language.

The foundation of successfully making a sale starts with how you communicate over the phone. Although it's important to know how to gather and provide information to your prospects, you also want them to communicate with you and listen attentively to what you're saying.

Effective voice communication skills create the opportunity for collaborative dialogue. These necessary skills include:

- **Tone of Voice**
- **Volume**
- **Pace**
- **Enunciation**
- **Filtering Challenging Communication Styles**
- **Assuming Total Responsibility for Communication**

Each of these skills are covered in this section's video: Intro to Best Practices.



Module 5 Best Practices

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In the next section, you will practice recognizing these qualities in context.

**CONTINUE**

# Best Practices Exercise



## Try This, Part I

Now it's your turn to practice how tone affects the message. You can try this aloud. Here's the scenario.

You have been waiting for a customer who arrives just in time for an important meeting. You say to them:

**“You made it here on time then!”**

Practice reading the above response in each tone of voice below. Then flip the card for some feedback.

A happy tone

A happy tone would convey warmth and acceptance to your client.

**A patronizing tone**

**Using a patronizing tone would set the scene for a very uncomfortable meeting.**

**A relieved tone**

**Using a relieved tone conveys uncertainty or mistrust of your client's action and might not make positive impression.**

**Displaying irritability in your speech**



An irritable tone

will most likely make your client feel uncomfortable and defensive.  
Irritability conveys lack of enthusiasm and genuine interest.

Which tone sounds most appropriate? Did you notice how the meaning of what you are saying changes as your tone changes?

## Try This, Pt II

In the following dialogue, you will hear Meghan, a Zoetis IDSR, reach out to Britney from ABC Clinic. What does Meghan do well and what could she improve?

After listening to the dialogue, decide which best practices Meghan employs while speaking with her client.



00:56

Meghan (Zoetis) and Britney (ABC Clinic)

After listening to the above dialogue, please select all of the best practices used well by the Inside Sales Rep.

- Meghan is using a **tone** that is appropriate for the message.
- Meghan's **volume** matches that of the client.
- Meghan's **speed** corresponds to the speed of the client.
- Meghan's **enunciation** is clear and understandable.
- Meghan is **assuming total responsibility** for communication.
- Meghan is using an **appropriate communication style** for the client.

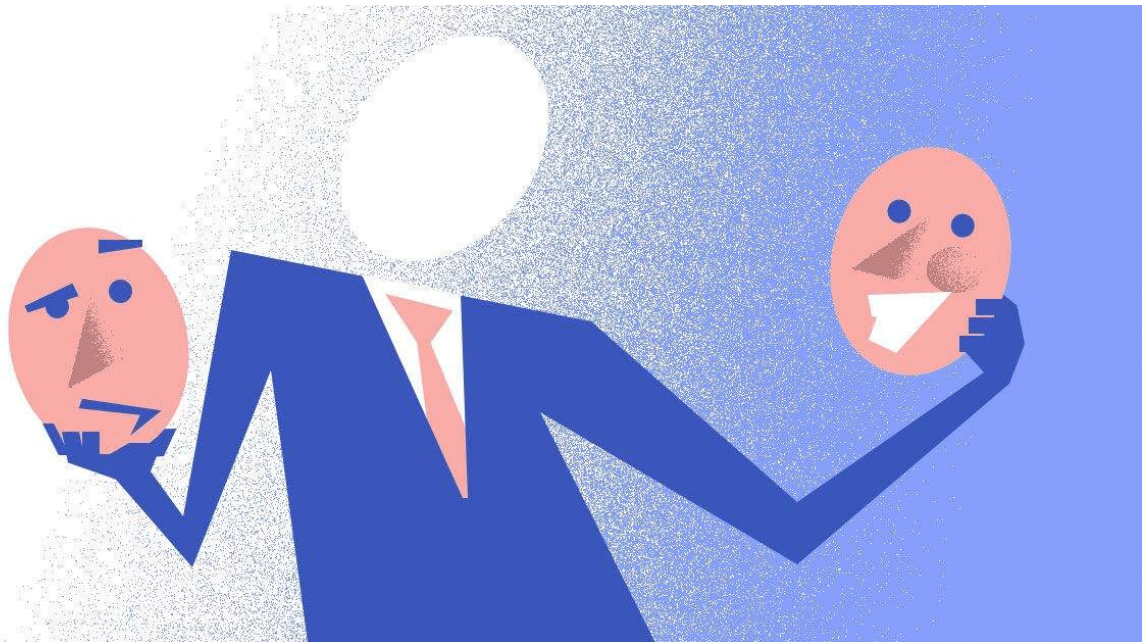
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CONTINUE

# Best Practices Recap

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Click each "+" to review the main topics in this section.

## Tone

Ensure that your tone matches your message. Pay close attention to how you sound. Would a client misinterpret your tone?

**Tip:** Record yourself speaking to another person and examine the appropriateness of your tone.

## **Volume**

—

Choose an appropriate volume that is not too loud or too soft.

## **Pace**

—

As you speak, try to match the speed of your caller. Talking too fast can be detrimental to good communication while speaking too slowly puts others to sleep.

**Tip: Record your voice and listen for the tempo at which you speak to hear how you sound to others.**

## **Enunciation**

—

Slow down to clearly enunciate your words.

## **Filter challenging communication styles**

—

Some communication styles are more challenging than others; be aware and prepare for such challenges.

## **Assuming total responsibility**

—

As a Zoetis Inside Digital and Sales Rep, it is your responsibility to ensure clarity and understanding during a phone conversation with a client.

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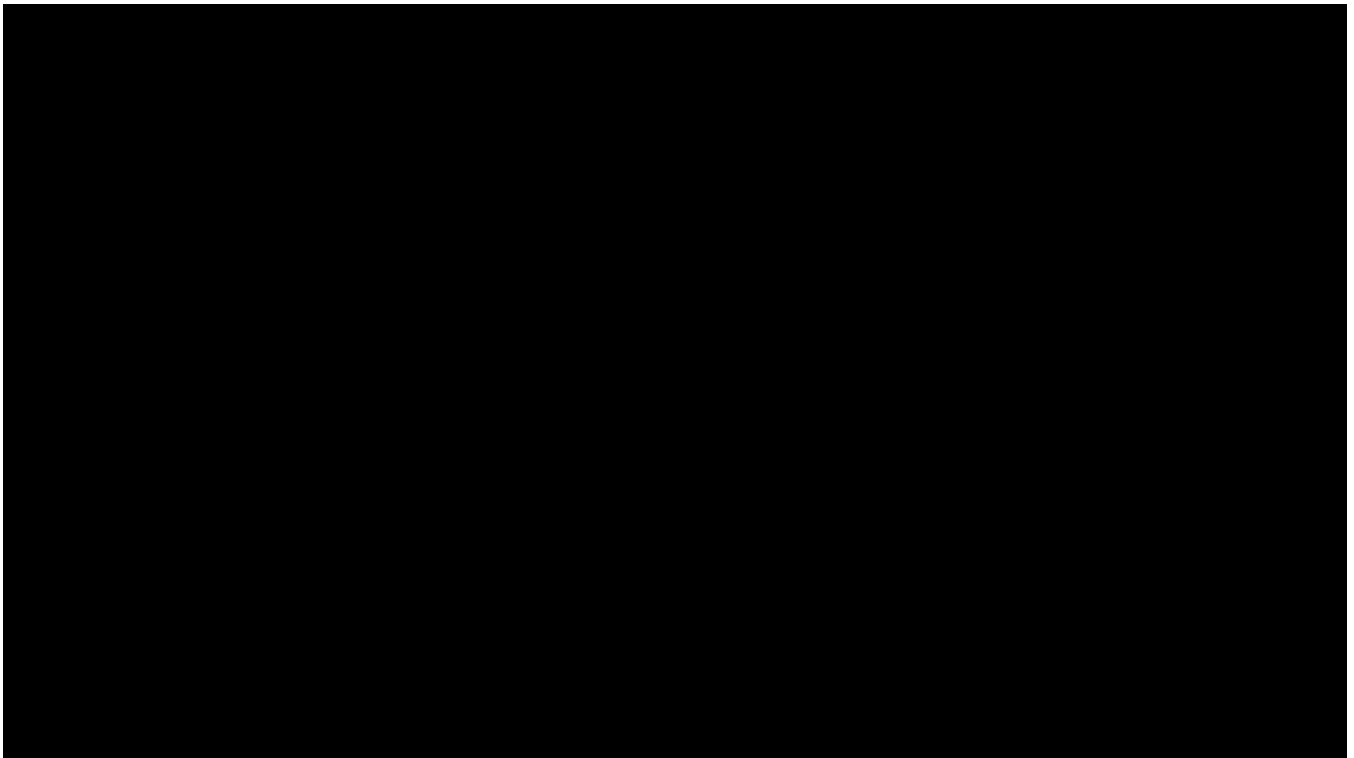
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## Active Listening: An Introduction

Please watch the video below to get started.



Active Listening

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CONTINUE

# Active Listening Exercise



## Try This

After each dialogue, decide which active listening skill corresponds.

1. Read the dialogue below and choose the corresponding active listening skill.

Customer: "I haven't received my order yet and I'm very concerned."

IDSR: "So I understand that you're concerned because your order hasn't arrived when it was supposed to."

- 
- Attend verbally
  - Paraphrase
  - Ask clarifying questions
  - Express genuine interest



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2. Listen to the audio clip below, then choose the corresponding active listening skill.



- 
- Attend verbally
  - Paraphrase
  - Ask clarifying questions
  - Express genuine interest

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3. Listen to the audio clip below, then choose the corresponding active listening skill.



- 
- Attend verbally
  - Paraphrase
  - Ask clarifying questions
  - Express genuine interest

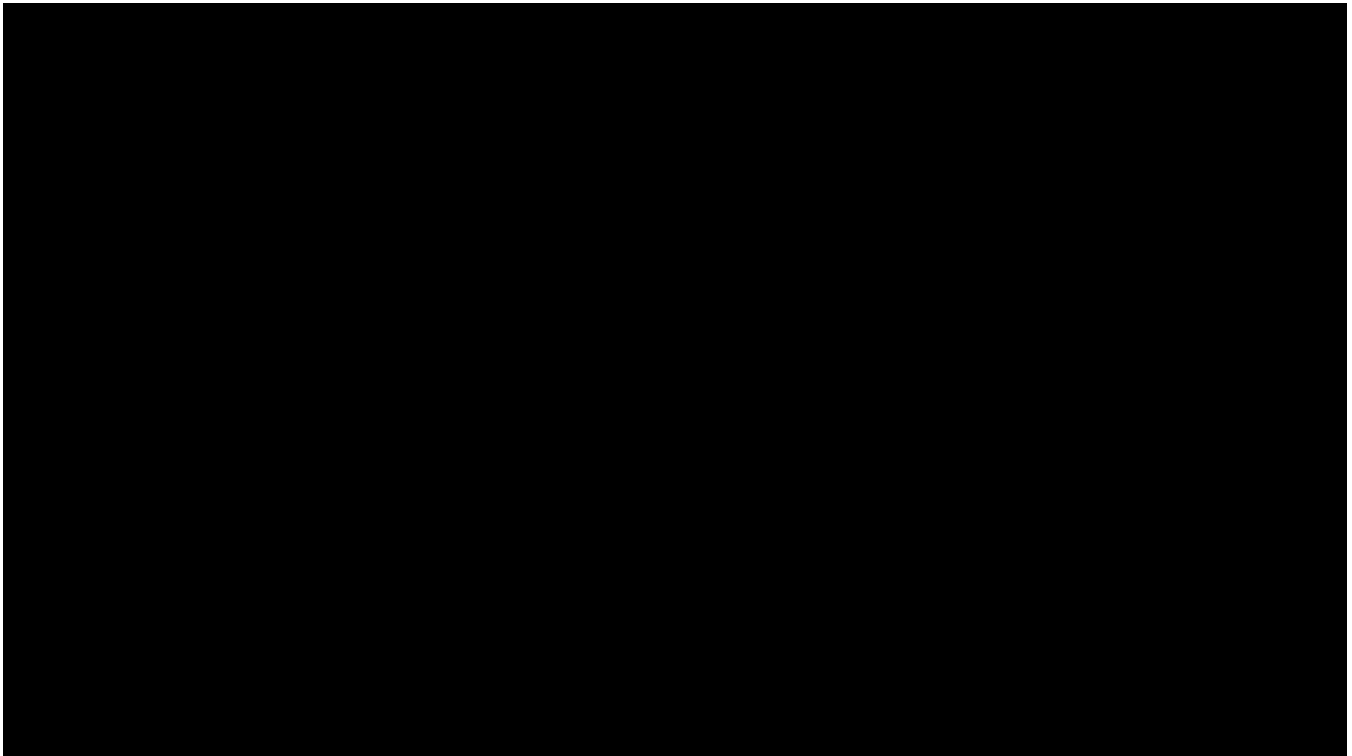
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CONTINUE

# Introduction



Click the video below to learn about six techniques to convey genuine interest to your clients.



Genuine Interest

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[CONTINUE](#)



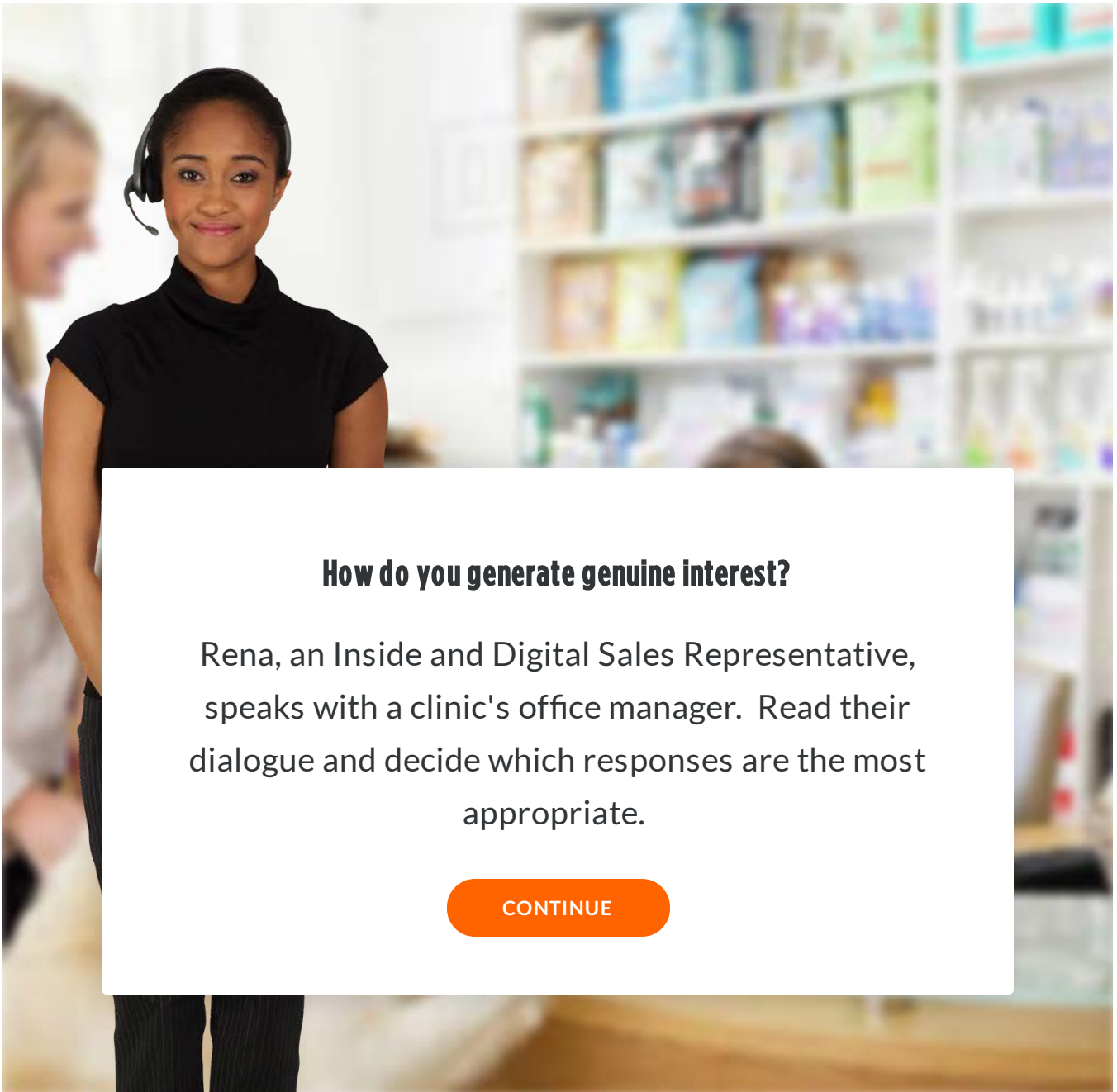
# Genuine Interest Exercise

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## Try This

In the activity below, read Rena's responses and decide which are appropriate based on the genuine interest best practices in the previous section.



### **How do you generate genuine interest?**

Rena, an Inside and Digital Sales Representative, speaks with a clinic's office manager. Read their dialogue and decide which responses are the most appropriate.

[CONTINUE](#)

#### **Scene 1 Slide 1**

[Continue](#) → [Next Slide](#)



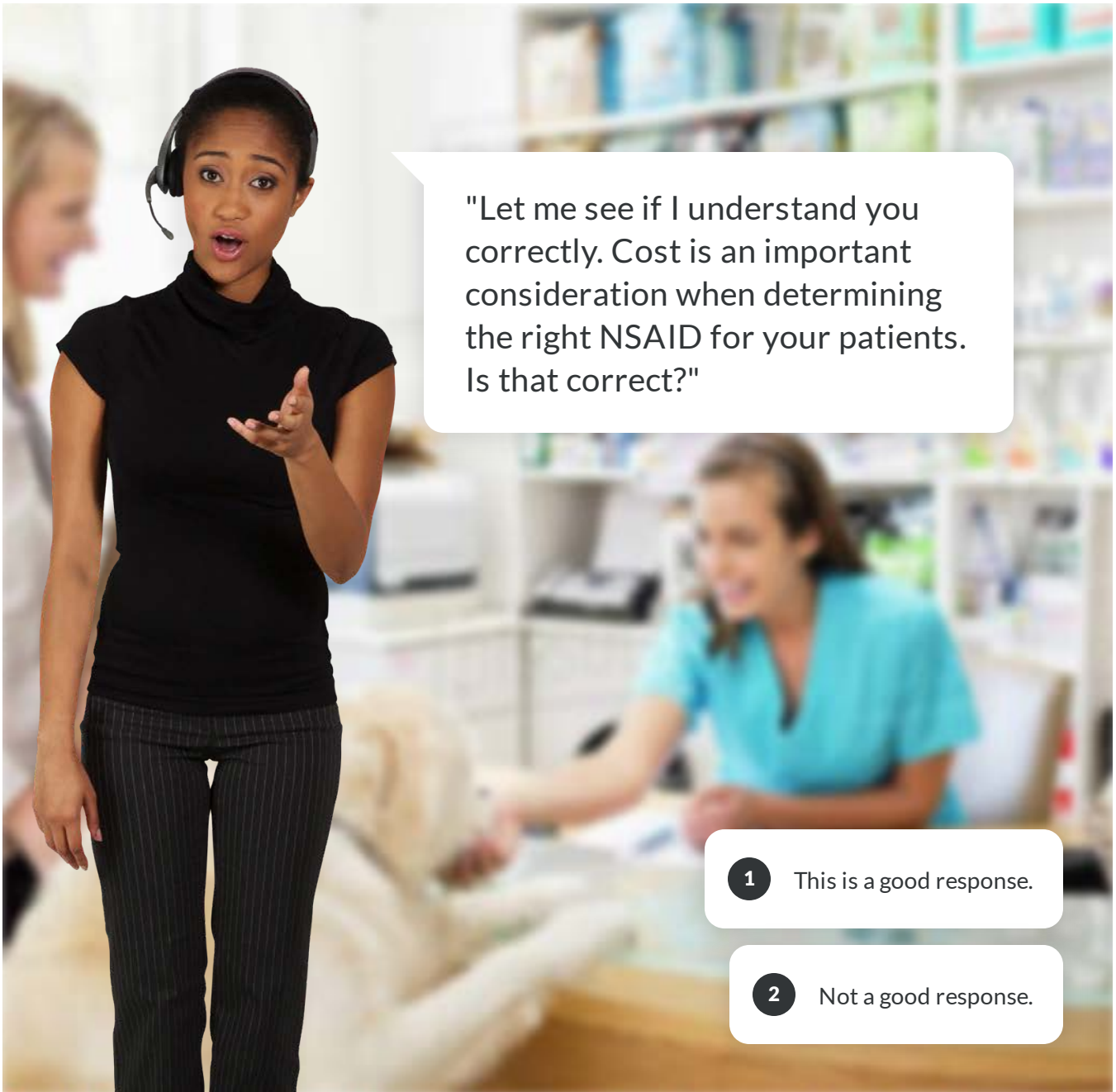
### **Office Manager**

"We once used Rimadyl but Carprofen seems to be a better option for us and our patients now because it is a cheaper alternative."

CONTINUE

### **Scene 1 Slide 2**

Continue → Next Slide



"Let me see if I understand you correctly. Cost is an important consideration when determining the right NSAID for your patients. Is that correct?"

1 This is a good response.

2 Not a good response.

### Scene 1 Slide 3

0 → Next Slide

1 → Next Slide





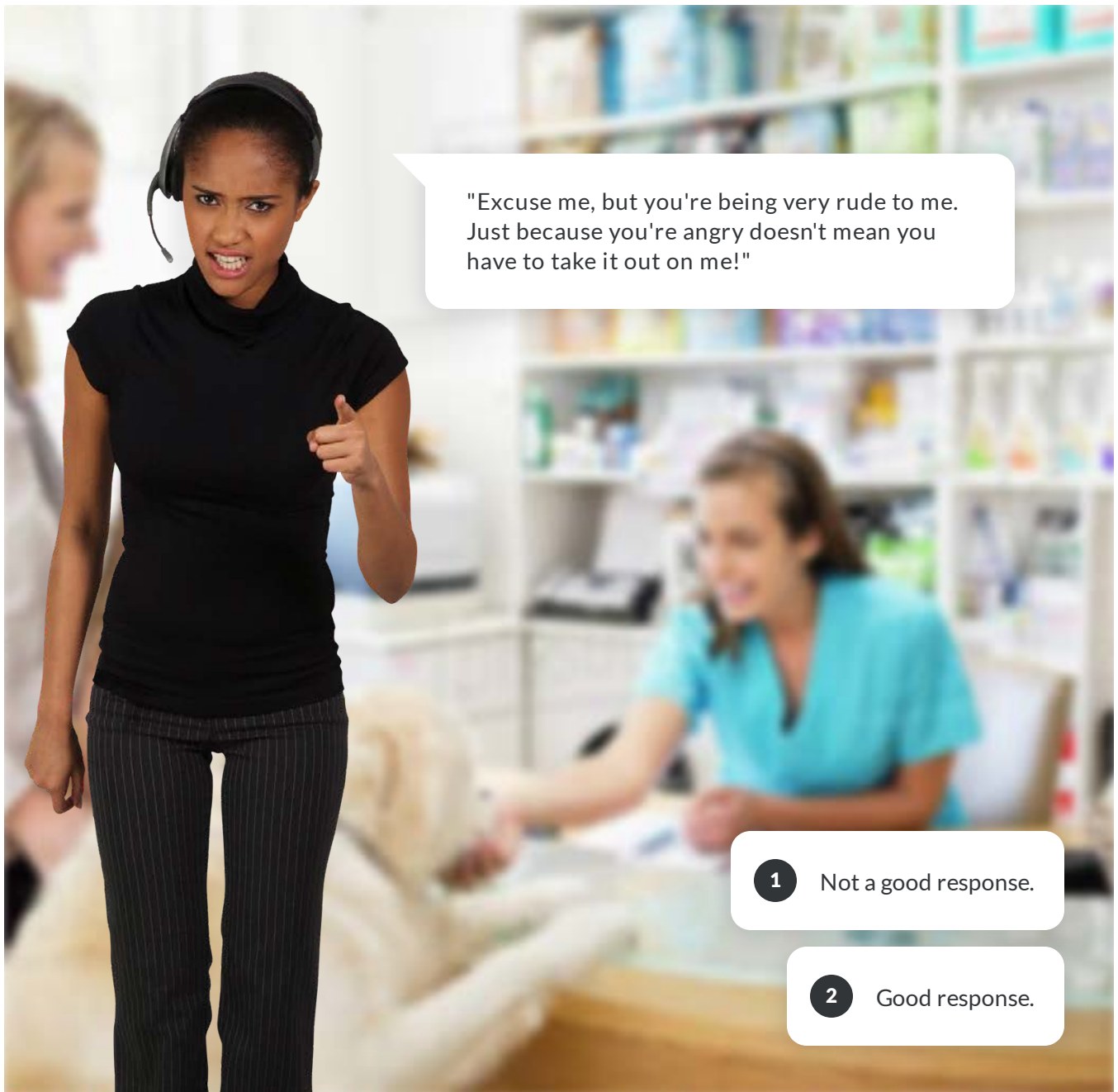
**Office Manager**

"I am tired of getting a new sales representative every year and frustrated that I have to explain everything all over again to you!"

CONTINUE

**Scene 1 Slide 4**

Continue → Next Slide



1 Not a good response.

2 Good response.

## Scene 1 Slide 5

0 → Next Slide

1 → Next Slide



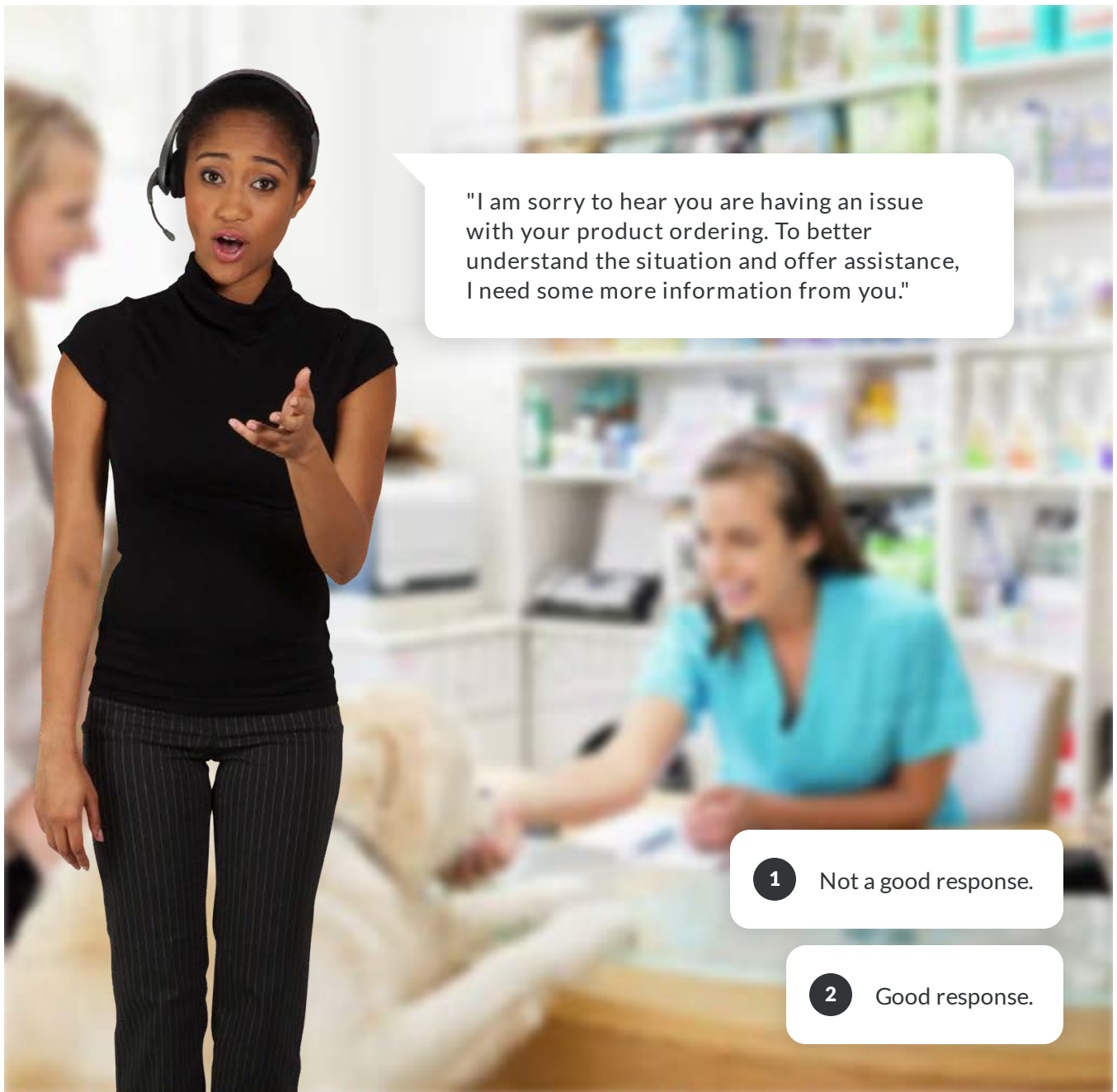
### **Office Manager**

"I am experiencing issues ordering product. I spoke to a customer service representative about it and have not heard back from them."

CONTINUE

### **Scene 1 Slide 6**

Continue → Next Slide



1

Not a good response.

2

Good response.

## Scene 1 Slide 7

0 → Next Slide

1 → Next Slide



**Office Manager**

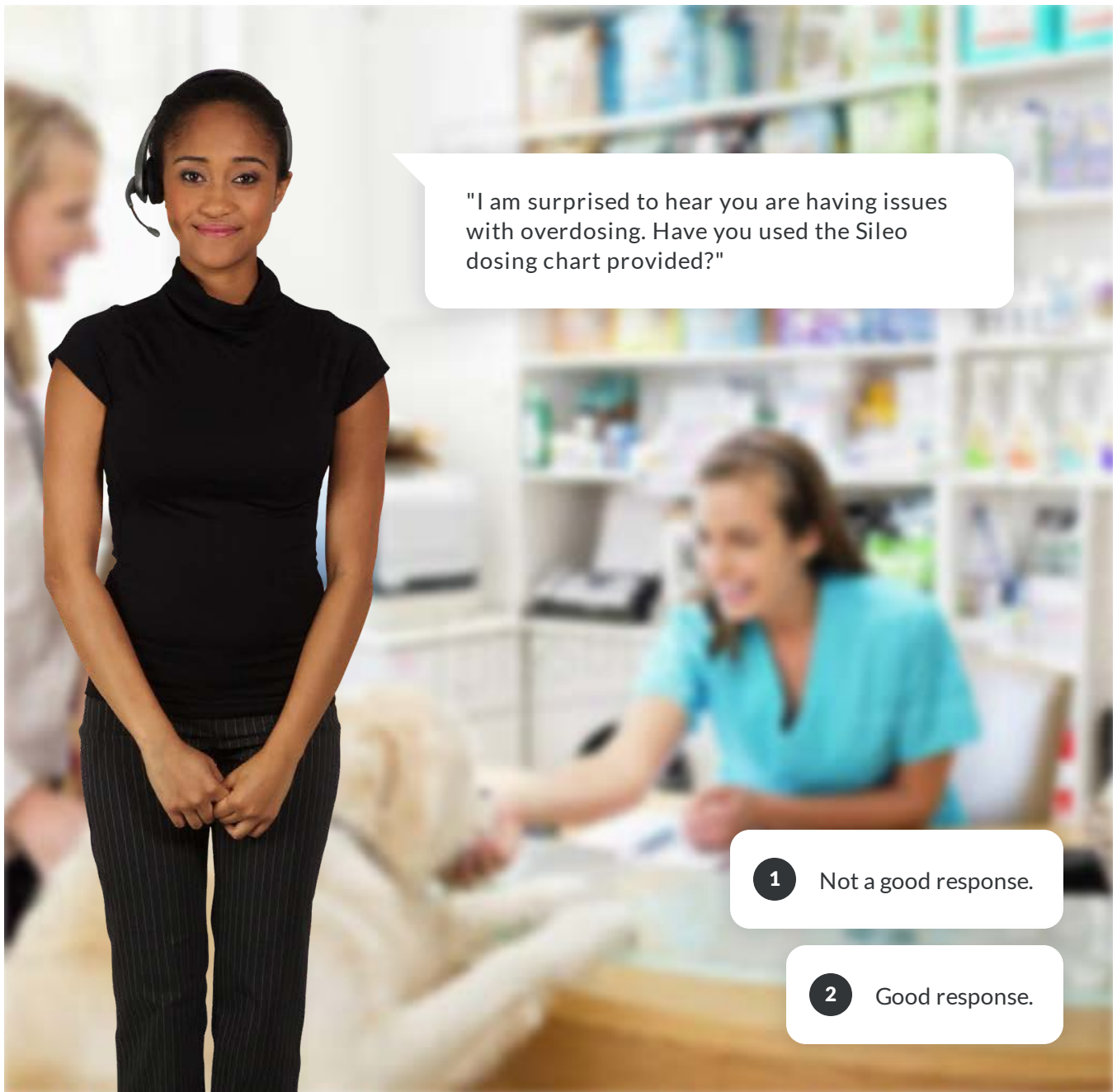
"We are having some overdose challenges with Sileo because the dosing is so complicated."

CONTINUE

**Scene 1 Slide 8**

Continue → Next Slide

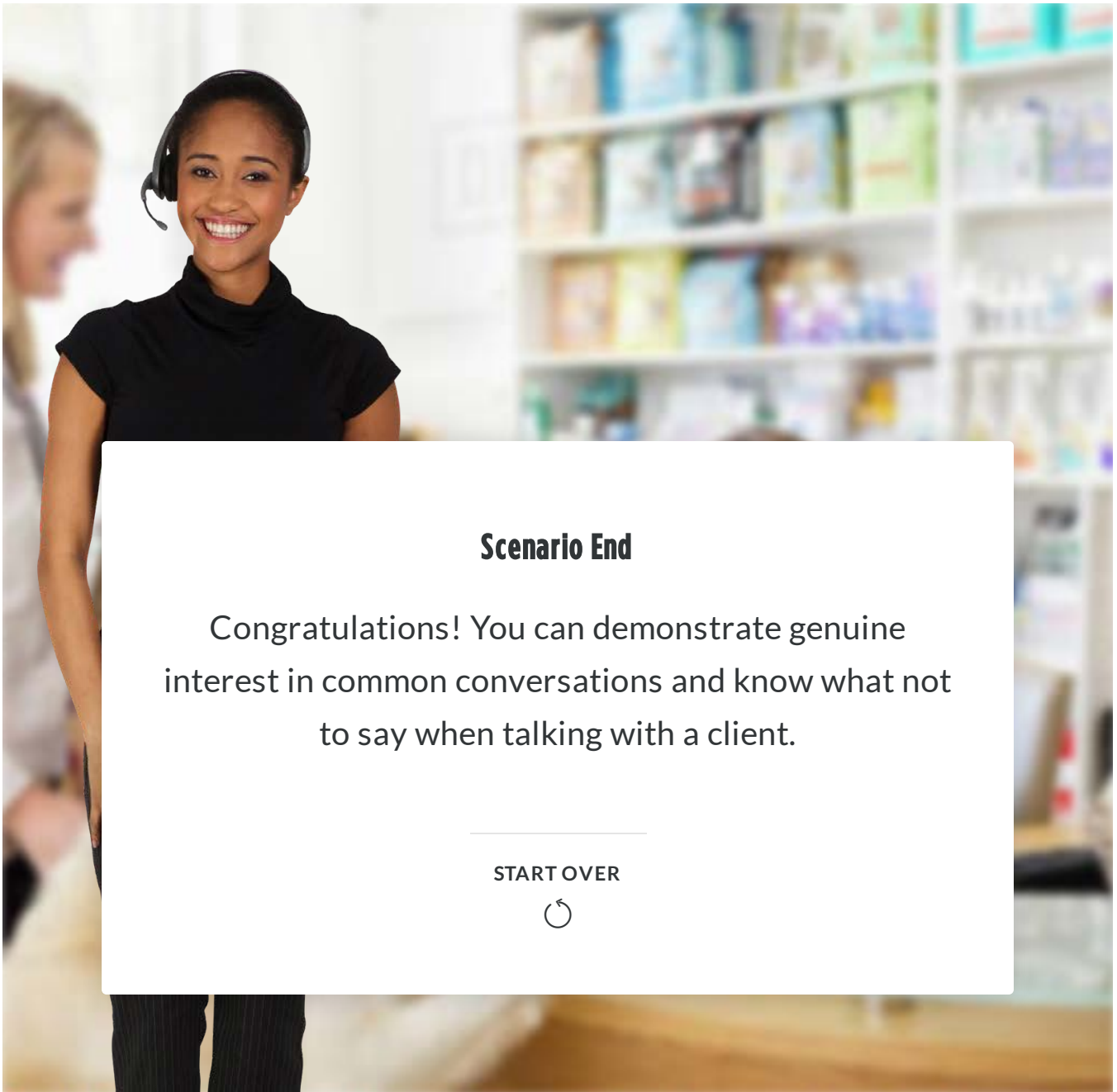




## Scene 1 Slide 9

0 → Next Slide

1 → Next Slide



## Scenario End

Congratulations! You can demonstrate genuine interest in common conversations and know what not to say when talking with a client.

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START OVER



### Scene 1 Slide 10

Continue → End of Scenario

CONTINUE





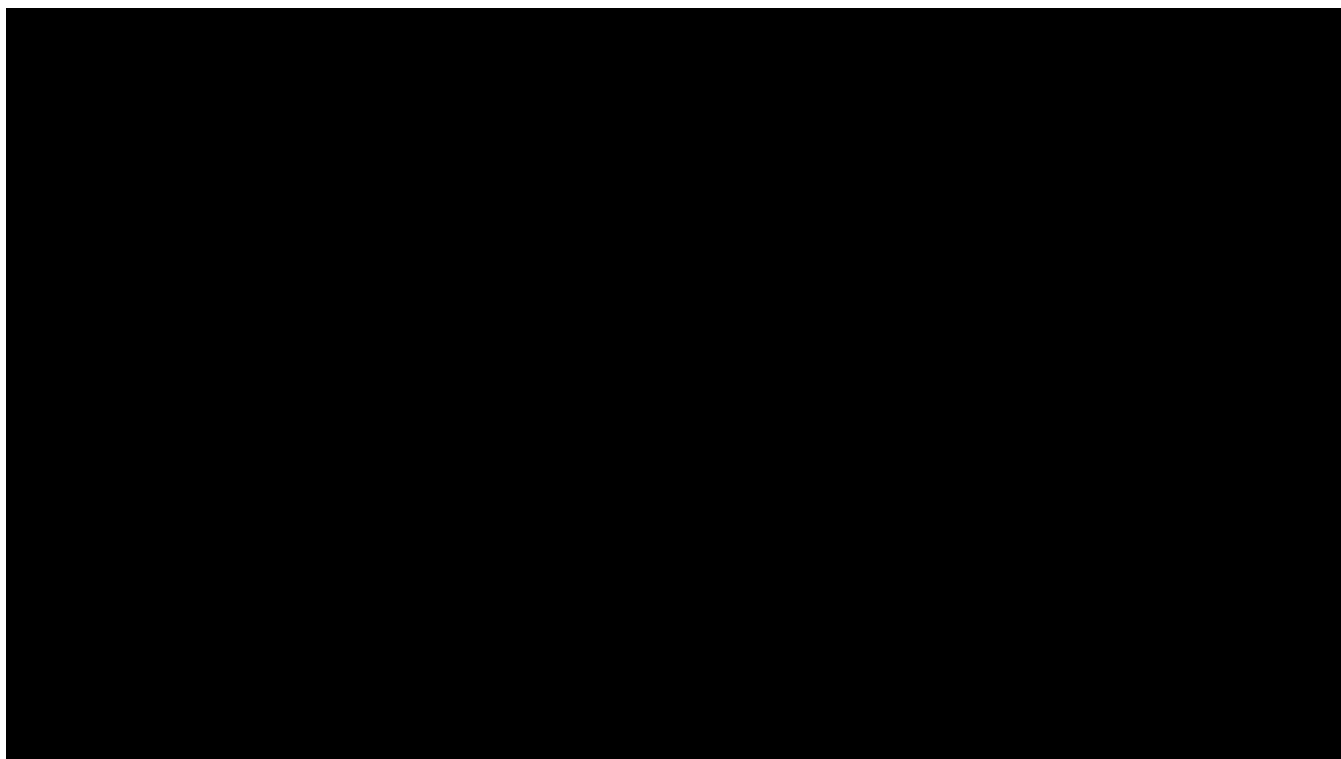
# Introduction



## **Assuming Responsibility for Understanding**

Are you taking full responsibility in how you are communicating? Or do you expect everyone else to just “get it?”

Click on the video below for an introduction.




Have you ever experienced this situation?

A client doesn't understand your explanation of something. You don't understand why they aren't getting it. Sound familiar?

What if you turned the situation around and tried seeing it from the other person's point of view?





**Here are some tips to help you assume responsibility for being understood by your client.**

**Keep the objective in mind** —

As an Inside Digital Sales Representative, good communication is your ultimate objective. Why? You need to get things done. Much of it requires the voluntary cooperation of your clients. You communicate facts and figures about the products you are supporting. You have the responsibility of being certain that the clients who rely on you are informed about the decisions they are making.

**Seek first to understand** —

The better you understand what other people are feeling and wanting, the better you can fulfill your role as a trusted sales rep.

**Think like a detective, not a judge** —

Ask questions that are open-ended. Probe the answers. Clarify.

**Retain your perspective** —

This will help you to be a better listener. See yourself outside of the dialogue rather than getting caught up in it.

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**Take responsibility for your message getting through** —

Sending an email or leaving a voice message isn't communication. It is attempted communication and should be followed up on until confirmation of receipt is certain.

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**Stay in character** —

As a professional sales rep, it is unacceptable for your personal feelings to obscure the communication process. Inappropriate displays of emotion will not encourage what you need most from other people—open dialogue leading to cooperation.

**CONTINUE**

# Assuming Responsibility Exercise



## Try This

Answer the question below.

Which behavior is NOT an acceptable approach to assuming responsibility?

- Acknowledge your misunderstanding
- Ask open-ended questions to clarify
- Embrace and display your emotions
- Follow up until confirmation of receipt of communication

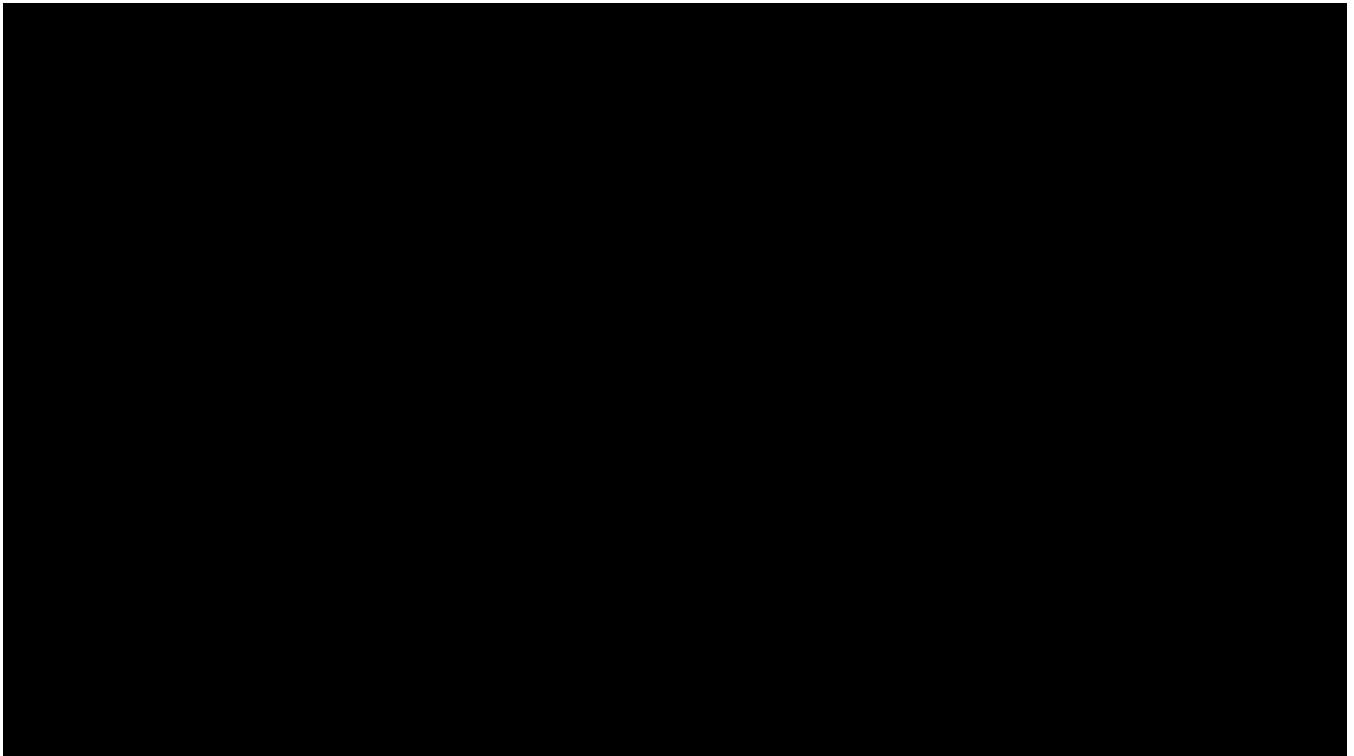
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CONTINUE

# Introduction



Click to start the video.



CONTINUE

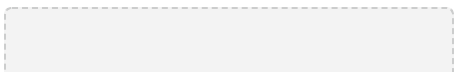
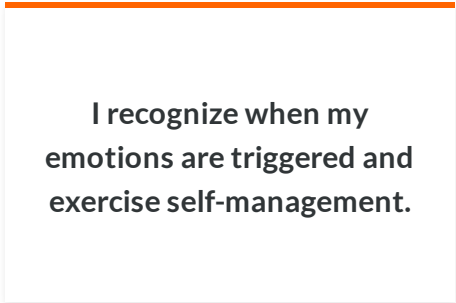
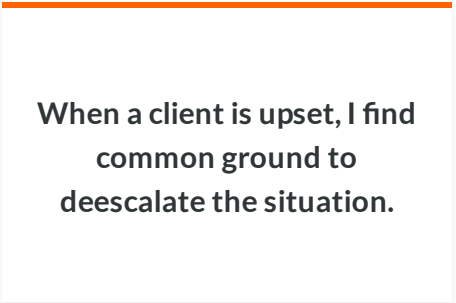
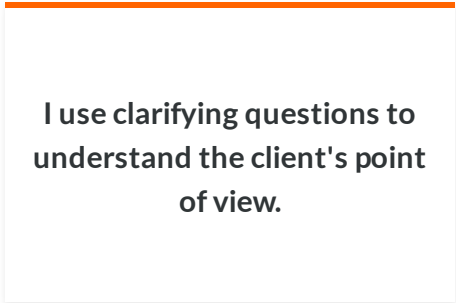
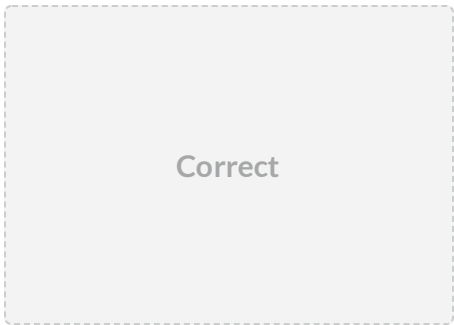


# Managing Emotions Exercise



## Try This

Read the statement on each flashcard and determine if it is a correct or incorrect way to manage emotions during interactions with clients.



Incorrect

I tell clients to calm down when they are upset or angry.

Because I am the expert, I insist on being right when a client is upset.

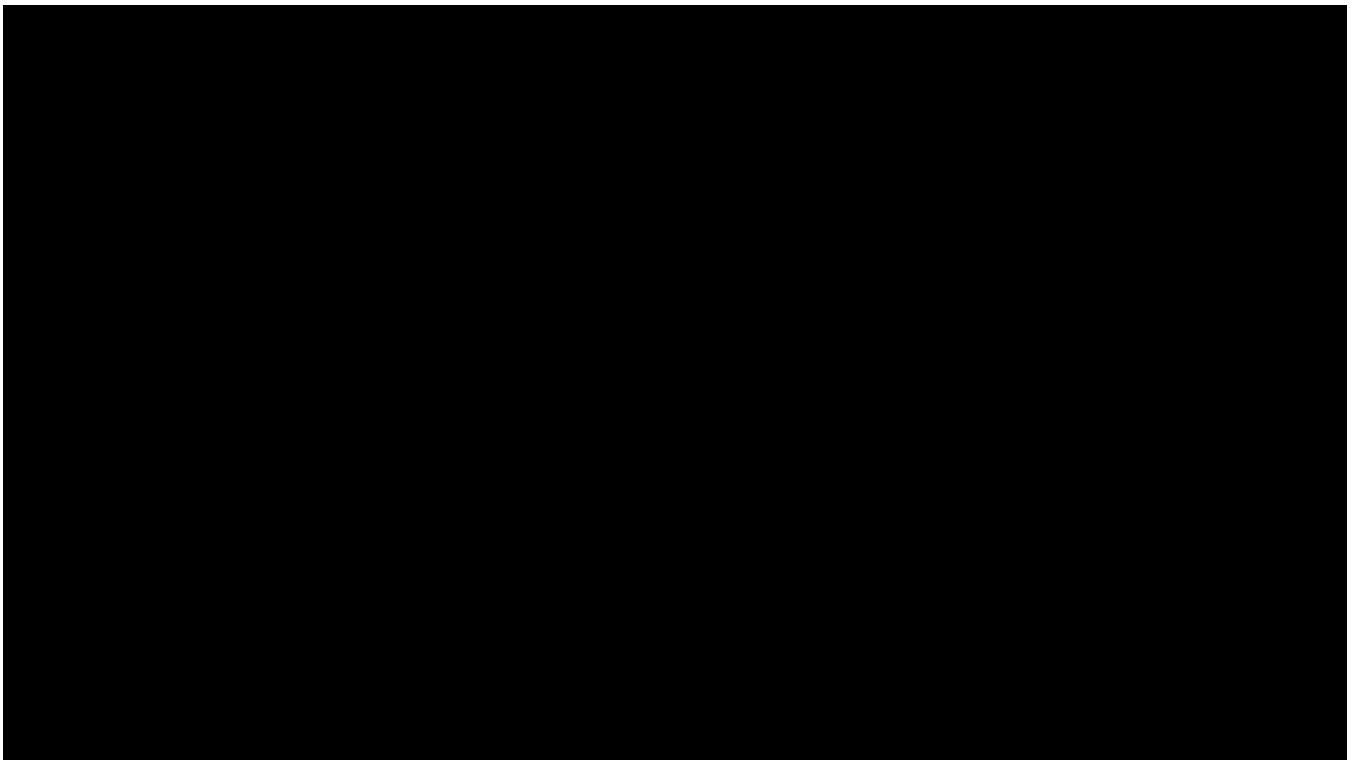
When a client is upset, I don't inquire why they are feeling that way.

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Voice Messages

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Watch the video and complete the matching activity below.

Match each part of leaving a voice message with the corresponding best practice.

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☰ Stating Your Business

Be personal and organic

☰ Identifying Yourself

Use the right tone

☰ Signing Off

Restate your contact information.

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## Leaving a Voice Message Exercise

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"Hi. This is Shayna Smith calling from Zoetis..."

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### Create Your Voice Message

Compose and practice the voice message you'll leave when contacting your customers. Be sure it includes the following components: your name and company name, your phone number, your reason for calling, a call to action, and proper sign off.

Once you have crafted your message, call your manager, pretend they are a customer, and leave them a voice message. Reflect on your delivery and get your manager's feedback on the message.

CONTINUE

# Introduction

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Things to Avoid

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Click video to begin.

# Conclusion

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Please click on the video to begin.

