



# voices

A Multimedia Training for Professionals Who Provide  
Consumer Education and Child Care Referrals to Families

## Key Features Include:

Media type: 2 multimedia CDs

Length: 5 lessons, 30-45 minutes each

Price: \$195, plus shipping

Purchase one set for your child care resource & referral agency!

Help your referral counselors excel! Are you working toward Quality Assurance certification? Do you need training that will help your staff meet national Best Practices criteria for direct services to families? This training package is for you! The multimedia lessons cover all aspects of the child care referral call. Hear working referral counselors in conversation with real families. Even your best employees will become better with help from this unique training series.

## Overview

The training was jointly produced by the Oklahoma and Kansas state networks to give referral staff good examples of Best Practices in consumer education and referral. It was created by the field for the field.

The series is composed of two multimedia CDs which will play on any personal computer with Microsoft PowerPoint, a CD drive and audio playback capacity.

## Training Uses

The lessons can be used in a self-study environment for employees who choose to learn on their own or are located in remote locations. It is equally effective in group settings. Give your training supervisors a great resource for new staff orientation and on-going professional development. The content covers every element of a successful referral call with a strong emphasis on customer service and active listening skills.



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Content Outline Attached

## VOICES content outline

### Introduction

This powerful three-minute introduction sets the stage for delivering referral services that are truly family-centered. Use the presentation as a thought provoking motivational tool for staff, or as a conversation starter for boards and advisory groups.

### **Lesson I:** Elements of Customer Service

- Establishing Rapport: Availability of Service, Greeting, Conversational Tone
- Active Listening: Encourage Conversation with a Word, Acknowledge, Restate, Validate, Check in
- Open Ended Questioning

This lesson teaches you how to set a conversational tone and establish rapport with families from the moment you answer their call. Your referral counselors will learn the five active listening skills they need to improve communication, gather information, and clarify family needs. Every employee who uses this lesson will learn the keys to outstanding telephone customer service.

### **Lesson II:** Managing the Call

- Using a Referral Script
- Setting Expectations
- Providing Critical Information: Referral Fee, Confidentiality, Disclaimer, Call Length
- Collecting Data

This lesson demonstrates how referral counselors can use a referral script and still be themselves on the phone. Learn how to set expectations for the call, assess time constraints, and provide critical information such as fee policies, confidentiality and disclaimers. Your referral counselors will be able to collect data without making parents feel interrogated.

### **Lesson III:** Providing Individualized Information

- Types of Care
- Regulatory/Licensing System
- Average Cost
- Financial Assistance: Subsidy, Tax credits, Other financial assistance
- Quality Indicators: Group size, Ratio, Family involvement, Caregiver education & turnover, Health & safety indicators

This information packed lesson will teach your staff how to offer families the consumer education they need to make good child care choices. Do your referral calls include the all important quality indicators and other information required by the Criteria for Best Practices? In this lesson, referral counselors will hear a variety of specific examples guaranteed to help families and meet quality assurance standards.

### **Lesson IV:** Organizing the Search for Care

- Appropriate Referrals
- Plan for Finding Care
- Regulatory Contact
- Written Materials
- Creative Solutions
- Additional Support

This lesson teaches referral specialists how to help families anticipate the next steps in the search for child care. From giving appropriate referrals to reinforcing the consultation with written consumer education materials, your staff will know how to help parents conduct a successful search. The material includes brainstorming creative solutions when there are no easy answers.

### **Lesson V:** Sample Calls, Putting it All Together

This lesson provides the missing link in many new staff orientation and on-going professional development plans. Referral specialists will learn how to put all the elements of a successful referral call together. Your staff will hear three complete calls followed by questions for group discussion. Use this lesson as a model for recording your own calls and debriefing them with staff.