

TELEPHONE COMMUNICATIONS 101

MAKING A GOOD IMPRESSION

 Your Voice

 Your Vocabulary


○ -

 Your Attitude

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PROPER TELEPHONE TECHNIQUES

 When should the phone be answered?

 Always _____

 Answering Questions?


 What if you are unable to answer questions?

 How should you end the call?

PHONE ETIQUETTE: Some General Etiquette Thoughts in Regard to Making and Receiving Calls

 Should the time of day be considered when calling a business? Explain and provide examples to support.

 True or False It is never necessary to reveal your name when receiving or making phone calls.

 Oops . . . You just dialed the wrong number? What should you do?



 When you are connected with the person, state the purpose of your call and then _____

ANSWERING THE TELEPHONE/GREETING

How you handle yourself on the phone reflects not only on you, but also your business. You see it over and over. Someone talking on the phone forms an opinion of the person with whom they are talking based on the tone of their voice, their language skills, etc. It may not be fair, but it happens.




According to John Robertson of EZINE @rticles, within 60 seconds people will make assumptions about your education, background, ability and personality based on your voice alone. What reputation do you want to build? What impression do you want to make?

Pay attention to:

-  What you want to say.
-  How you want to say it.

Your voice is very important to your career and your personal life. When you are talking 87% of the listener's opinion of you is based on how you say it according to Robertson. That means that only 13% remains to make a positive impression about what we are saying. Project a tone that conveys enthusiasm, confidence, friendliness and attentiveness. Did you know, when you smile while you are talking it comes across in your voice? Let your personality shine through on the phone.

There are a number of ways to identify yourself and your organization:

-  LARGER ORGANIZATIONS – “Thank you for calling (dept name). How may I direct your call?”
-  SMALLER ORGANIZATIONS – “Thank you for calling (dept name). May I help you?”
-  DEPARTMENTS – “(dept name), Mary Smith,” OR “Mary Smith, may I help you?”

Provide the response for answering the phone at your co-op station.

What has been the most challenging call that you received? Explain below what made the call a challenge for you. How did you work through the challenge?
