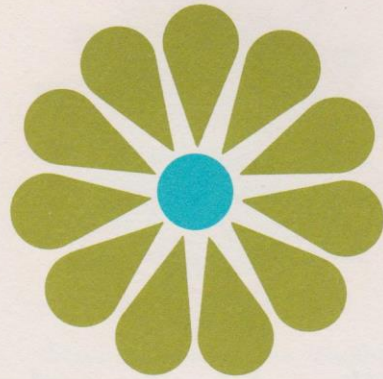


*win more friends by telephone*

*win more friends by telephone*



important in business . . . important in social life, too . . .



**On the telephone your voice is you . . .** In your business life, you can win friends for yourself and for your company—by telephone. The telephone can make your daily work easier, more effective, more pleasant.

By your telephone personality you can show that your company is made up of friendly people . . . and is a good place to do business. That's good business—good for your company and for you.

The person calling can't see you . . . can't see your smile . . . can't see any facial expression. He can only judge your attentiveness by how you sound.

Everything depends on your voice—and good telephone habits.





## what are the qualities of a good voice?

### 5 things to look for

**Alertness** Give the impression you are wide-awake and alert, interested in the calling person.

**Expressiveness** No matter how attractive, sincere or alert you are, people will never know it if your telephone voice is a dull monotone. An expressive voice will carry your personality over the wire.

**Naturalness** Just be yourself! Use a vocabulary and tone of voice which truly expresses your own best natural self.

**Pleasantness** A pleasant, friendly voice on the telephone makes friends for you and your company.

**Distinctness** Clear, distinct speech is a business asset. A customer is not encouraged to do business with you if he has to strain to understand what you're saying. Your lips should be about a half inch from the telephone mouthpiece and should be used freely to form your words.

do you  
realize  
how  
important  
you  
are?

When talking on the telephone the spotlight is on you . . . **YOU are the company.** Every time you make or receive a call, you are the company to the person at the other end of the line. Your company is judged by the voice that speaks for it over the telephone—by what is said and how it is said.

If your voice is warm and friendly . . . if you are courteous and tactful . . . customers will enjoy dealing with you and your company. That affects *your* present and future success, too. *The following pages contain suggestions for good telephone habits . . .*







**Greet the caller pleasantly.** By being enthusiastic and yet sincere, you'll find your customers will like you and will call again.

**Use the customer's name.** There's no sweeter music to a person than the sound of his own name.

**Try to visualize the person.** Speak TO the person at the other end of the line, not AT the telephone.

**Be attentive.** The person at the other end will appreciate your listening politely and attentively. You would not turn away in a face-to-face conversation; just apply the same rules of courtesy in telephone conversation.

**Take time to be helpful.** It's better to spend seconds *keeping* a customer happy than months *regaining* his good will.

**Apologize for errors or delays.** Maybe things won't always go right, but you can always be courteous! And if you're genuinely sincere and natural, you won't sound "artificially" sorry.

**Say "thank you" and "you're welcome."** People know that courtesy on the telephone means courtesy in your business dealings. The use of such phrases is one way to smile over the telephone.

**It's done with mirrors.** One department store puts a mirror in front of each girl in the telephone order department. Now each girl can see when the corners of her mouth begin to sag, wrinkles appear in her forehead and fatigue shows on her face. By brightening her countenance and smiling a little, she knows that her voice brightens, too. Try the "mirror test." It works!

## when receiving a call . . .

**Answer promptly.** When your telephone rings get the conversation off on the right track by answering promptly . . . at the first ring if possible. Otherwise your caller may hang up and take his business elsewhere.

Prompt answering helps build a reputation of efficiency for you and your company.

**Identify yourself.** For example, say, "This is Jones," "Order Department—Miss Johnson"—or "Dunlop & Grant, Mr. Grant."

Avoid the time wasting, out-of-date "hello."

**Remember to speak distinctly.** You can't do it with gum, candy or pencil in your mouth! And it's not necessary to shout. A loud voice sounds gruff and unpleasant over the telephone. It is equally unpleasant to listen to someone who whispers or mumbles.

**And be friendly.** Make the caller glad he called *your* company rather than another. Give him your undivided attention. Take advantage of opportunities for being helpful and informative.

*It's friendly, too—to say, "Will you wait—or shall I call you back" when you must leave the line to get information. It gives the caller a choice of waiting on the line—or having you call with that information. He'll like that!*

**Keep your promises.** A broken promise may mean a canceled order . . . a lost customer . . . and many months of trying to regain his good will. If you make any promises to call back with more information, or about delivery or stock—do everything you can to follow through. If you are careful about this you will build a reputation for being reliable and trustworthy.

**Let the caller hang up first.** It's courteous to wait for the caller's good-bye. And if you're not too hasty, it may be profitable in last-minute orders or special instructions.

**Going out?** Don't forget to leave word. Tell the person who'll answer your telephone where you can be reached and the time you'll be back. That way, you will get all your messages.





## here's the "inside" on placing

**Before calling—Stop! Look! Listen!** If you share a telephone extension with others, make sure the line is not in use before dialing or making a call.

**Be sure of the number.** If you aren't sure of the number, you'll save time and trouble (temper, too!) if you check the telephone directory or your personal number list before calling.

Begin your own personal number list to have a neat, accurate record for easier reference.

*Copies of the "Blue Book of Telephone Numbers" are available free of charge at the Telephone Company Business Office. Just call and ask for your copy.*



## outside calls

**Allow time to answer.** After you have called a number, give the person you are calling at least a minute to reach his telephone.

Have you ever timed yourself for a minute? It's longer than you think—but not too long to wait. Perhaps it'll save you another call.

**Stay on the line until your party answers . . .** It's courteous to be ready to talk when the person you're calling answers.

On Long Distance calls you usually receive an answer or a report on your call in a little more than a minute. And if you're not on the line when the called party answers, he may be annoyed.

if you have  
Direct Distance Dialing



Direct Distance Dialing is a new and faster method for placing Long Distance calls.


If this service is available to your community, the Introductory Pages of your Telephone Directory provide complete instructions on how to use it.

**Careful dialing is essential.** If you should reach a wrong number, ask the person who answers what city has been reached.

Then dial "Operator" to report that you reached a wrong number so you will not be charged for the call. Report it to her even if you are unable to learn what city you reached.



## when answering calls for others...



**Emphasize the names.** For example, answer with "Mr. Jones' office, Miss Smith." With these five words you've told the caller that (1) Mr. Jones isn't there and (2) you are ready to help him.

*It is helpful to have people know your name—so always identify yourself when answering a telephone.*

**Be helpful.** If you know, tell the caller when Mr. Jones will be back, or whether he can be reached somewhere else. Offer what information you can or the caller may get the impression you're putting him off with an excuse. And he won't like it!

*(Don't you agree—it sounds a lot less "stuffy" to say, "Mr. Jones is at a meeting" than "Mr. Jones is in conference.")*

**Be tactful.** Customers are offended by a blunt "Who's calling?" Asking this implies that Mr. Jones might not be "available" to the caller. It is more effective to ask:

*"May I tell him who's calling?"*

*or*

*"If you'll give me your name and*

*telephone number, I'll ask Mr. Jones to call you when he returns."*

### **Keep paper and pencil handy.**

When taking a message, write down the name, telephone number, and the time of the call. Here's an easy way to do it:

date

time

Mr. L. T. Smith—telephoned  
561-0880

Please call him

If the message is from someone out of town, be sure to get his area code.

(HINT: Of course the message is placed beside his telephone *as soon as possible.*)

**When answering a person-to-person long distance call for someone else . . .**

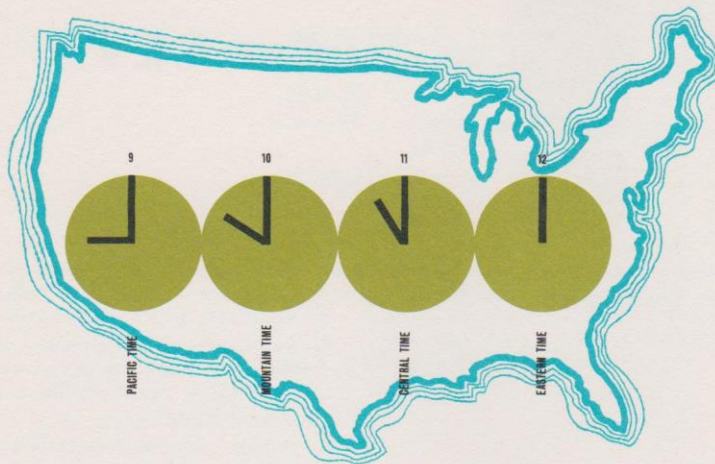
**always note:**

*Operator's number*

*City and State*

*Telephone number*

*Name of Party and/or extension number (if given)*



**when calling long distance ...  
remember the time differences ...**

The map above shows the four time zones in the United States. Something to remember: While it may be only 11 a.m. in Chicago or Springfield, Illinois, for instance, it's time for lunch in New York City.

Daylight-Saving Time is generally observed each year commencing in the spring and ending in the fall.

As a general rule, most industrial areas are on Daylight-Saving Time, while most rural areas remain on Standard Time.





want to test your T. K. H\*? ?

- 
1. How can the telephone help me in my business career?  
(5 points)
- a. Gives me a chance to talk to the boss's daughter.
  - b. I can carry on a telephone conversation and complete another piece of work at the same time. (How can the caller tell I'm not paying attention?)
  - c. It can make my daily work easier, more effective and more pleasant.
- 
2. What are the qualities of a good voice?  
(20 points)
- a. Affected voice and exaggerated expression.
  - b. Naturalness, alertness, expressiveness, pleasantness and distinctness.
  - c. Stilted enunciation and emphasis.
- 
3. If the telephone in my department rings, what is the businesslike way to answer it?  
(20 points)
- a. A cross "yes" to show I'm in a hurry.
  - b. "Hello."
  - c. "Order Department—Miss Johnson."
- 
4. I should use my telephone directory:  
(5 points)
- a. For a door stop.
  - b. For office show-offs to tear in half.
  - c. To look up numbers—because it's faster.

\*Telephone Know-How

*what's your T. K. H. ???*

*90 to 100...Excellent*

*80 to 90...Good*

*70 to 80...Better take another look  
at the booklet!*

*Below 70...Aw, you haven't read it*

*answers*

*1. c*

*2. b*

*3. c*

*4. c*

*5. c*

*6. c*

*7. c*

*8. a*

- a. Gives me a chance to catch up on letters on my desk.
- b. I can keep tabs on the rest of the office without letting them know.
- c. It's courteous to be ready to talk when the person I'm calling answers.

5. When I place a call, why should I stay on the line until my party answers?

(5 points)

- a. The time at the answerer's location.
- b. Do they have DDD.
- c. The name of the city reached.

6. When using DDD, what information should be obtained if a wrong number is reached?

(20 points)

- a. It's a good way to keep my Christmas list up to date.
- b. I never know when my boss will ask if I know a "good number."
- c. Out-of-town calls go through much faster when I call by number.

7. I should keep a list of frequently called telephone numbers because:

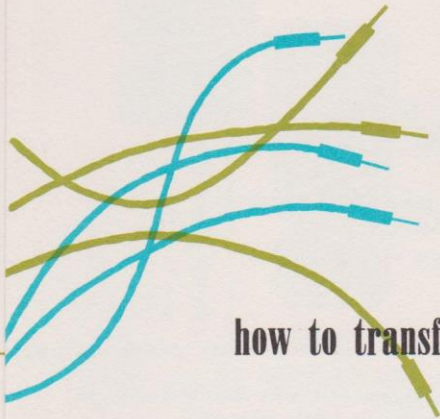
(5 points)

- a. Say "Mr. Jones' office, Miss Smith," then offer to help or take a message, write the message down and place it beside Mr. Jones' telephone as soon as possible.
- b. Say "Mr. Jones' telephone—who's calling."
- c. Say "Mr. Jones is in conference and can't be disturbed."

8. When answering calls for others I should:

(20 points)





## how to transfer calls and keep customers

When it's necessary to transfer an incoming call, it's easier if you follow these simple rules:

**1** Explain *why* the call is to be transferred. Maybe it should be handled by another department or individual. Say to the caller, "Mr. Brown handles that. I'll be glad to transfer you if you wish."

*Caution: Don't let the customer feel that he's going to have to repeat his story over and over—and never get anywhere.*

**2** Be sure the caller is willing to be transferred—

*Some customers would rather be called back than wait. In that case, offer to have "Mr. Brown" call back. And a word to the wise—before hanging up, be sure you have all the information Mr. Brown will need.*

**3** If the caller agrees to the transfer, signal your PBX operator by moving the receiver hook up and down slowly until she answers.

*If you move the receiver hook too rapidly the operator will not see the signal.*

**4** Then ask her to transfer the call to Mr. Brown in the service department (or give her the correct extension number).

*Be sure to give the operator enough information so she can complete the transfer without asking the caller to repeat.*

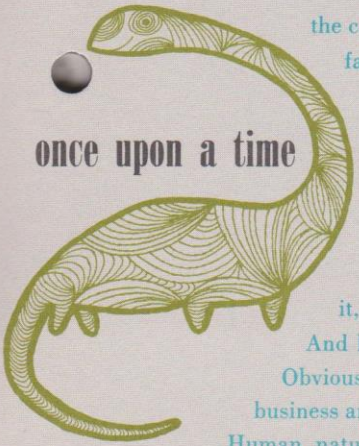
**5** Wait for the operator to acknowledge your request, then hang up gently.

ONCE UPON A TIME there were a couple of ambitious cave men,  
Ugoom and Ogoom, who lived in the same valley.

Both were mighty hunters and were able to provide their families  
with more pelts than they could use. So they set up trading posts a  
few miles from each other. The pelts they sold were the same  
quality. And their prices didn't vary more than a shell. But,  
what a difference there was in the way they treated customers.

When a cave woman brought back a leopard skin to Ugoom with  
the complaint that its spots were wearing off, Ugoom bared his  
fangs in a scowl and growled: "Mpath Swgurl Khuoff  
Bllopp!" Translated freely, it meant: "Go climb a dinosaur."

## once upon a time and today, too



On the other hand, if a leopard skin was brought back to  
Ogoom in poor condition, Ogoom smiled and said pleasantly:  
(translated) "Lady, even though there is no guarantee with  
it, I can fix up those spots as good as new in a minute."

And he could. And he did.

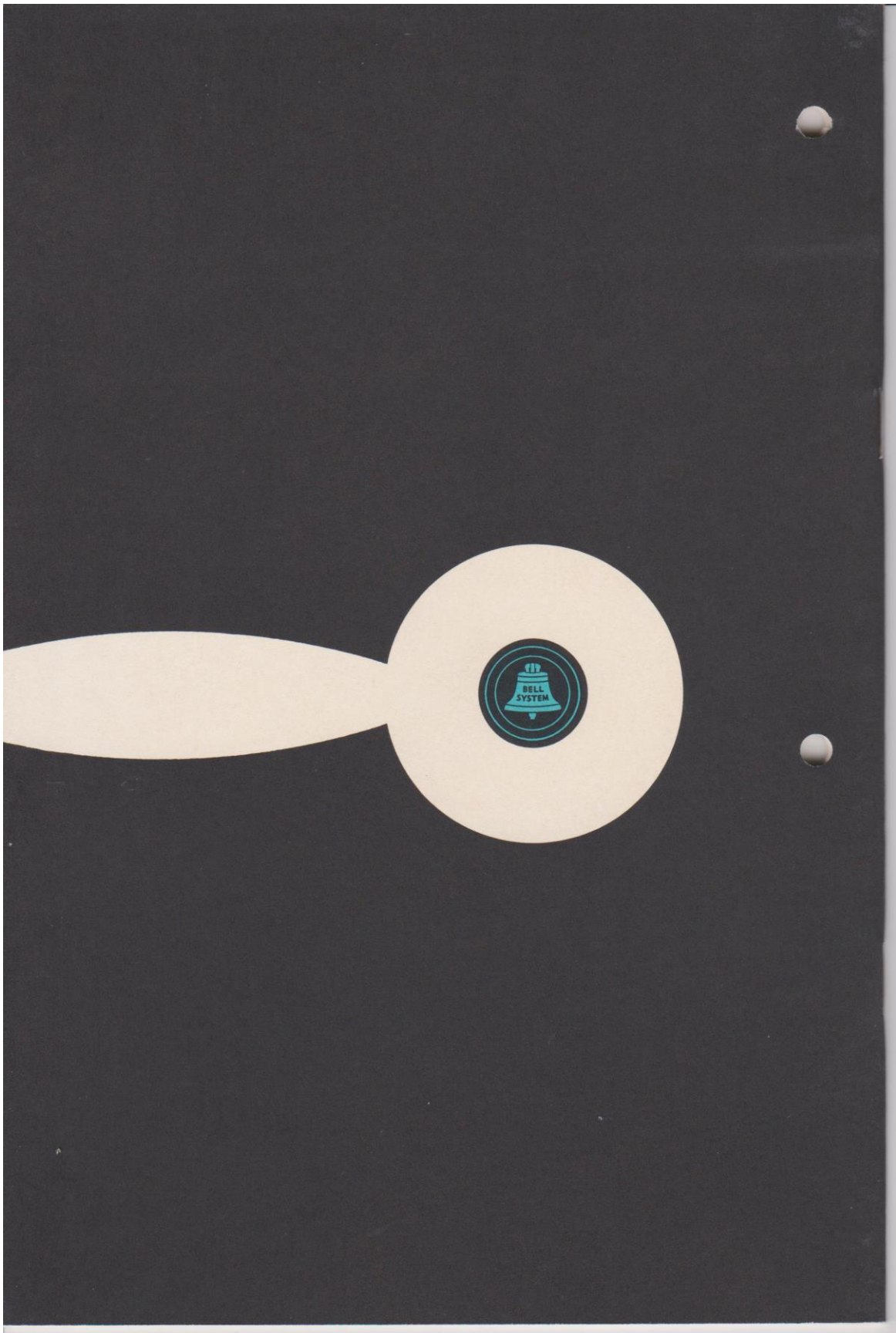
Obviously, in not too many moons, Ogoom had a thriving  
business and scores of friends, while Ugoom had to close shop.

Human nature has not changed. People like to deal with  
people they like and who do a good job for them.

Remember, to customers you are the company, especially on  
the phone. Don't be an Ugoom!

**BE SURE YOUR VOICE IS REALLY YOU**







# The Print Archives

**by Matthew Furman On-Line**

*"Win More Friends by Telephone"*

The Bell System

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