

How
to win
more friends
by
telephone...
for yourself...
for your company...



.important in social life, too...

In your business life, you can win friends for yourself and for your company—by telephone. And 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 organization to do business with. That's *good* business—for you and for your company. It can mean a lot to your success.

Of course the person calling can't see you . . . can't look at the smile on your face or tell by your facial expression how attentive you are.

Everything depends on your voice—and good telephone habits.



W hat are the qualities

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.

of good voice?

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 a half inch from the telephone mouthpiece and should be used freely to form your words.

Do you realize how important

*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 your company. And that affects *your* present and future success, too.

Here are some suggestions

for good telephone habits . . .

you are ?





THERE IS ALWAYS TIME



greet the caller pleasantly

By being enthusiastic and yet sincere, you'll find your customers will like you and will call again.



ask if it is convenient to talk

It is courteous to ask the person you call if it is convenient for him to talk. You would not break into a conference and this same rule applies over the telephone.



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 interrupt in a face-to-face conversation; just apply the same rules of etiquette in telephone conversations.

YES • MR. JONES



use the customer's name

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

FOR COURTESY

THANK
YOU



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.

I'M SORRY



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.



take time to be helpful

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



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 all over her face. By brightening her countenance and smiling a little, she knows that her voice brightens, too. Try the “mirror test” soon. It works!

W hen 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," "Jones speaking"—or "Order Department—Miss Johnson."

Avoid the time wasting, out-of-date "hello."



REMEMBER TO SPEAK DISTINCTLY . . .

You can't do it with gum, cigar 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 back with that information. He'll like that!

KEEP YOUR PROMISES

A broken promise may mean a cancelled 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 won't miss important messages.



H

ere's the "inside" on placing

BEFORE CALLING— STOP! LOOK! LISTEN!

If you share a telephone extension with others, make sure your 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.

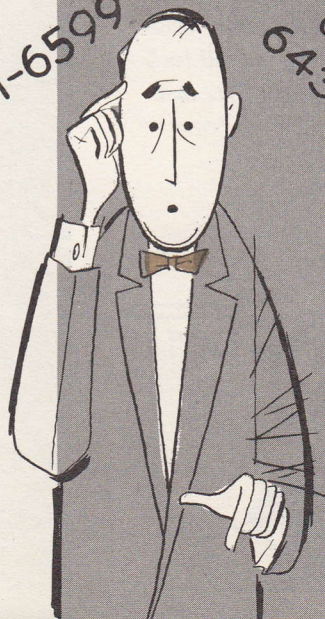
ALLOW TIME TO ANSWER

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. And perhaps it'll save you another call.

Longbeach 9-6599
or
Longbeach 1-6599

4653
or
6435

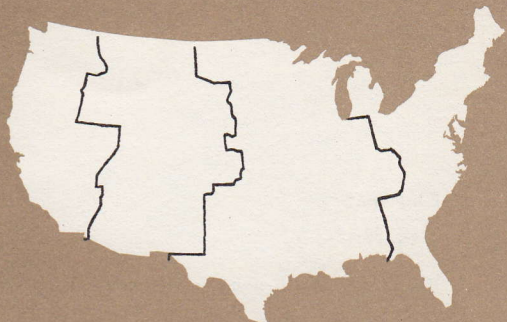
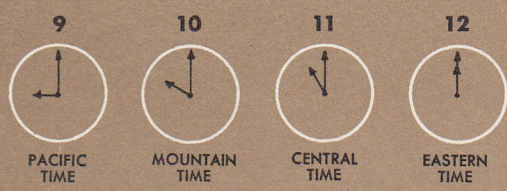


outside calls

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.



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 Savings Time generally is observed from the last Sunday in April to the last Sunday in September.

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

Long Distance is quick, direct . . .
it puts extra hours
in every business day . . .
it opens doors to reach
the right man at the right time.

W hen answering calls for

EMPHASIZE THE NAMES

For example, answer with "Mr. Jones' telephone, 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 won't do a bit of harm 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"?)

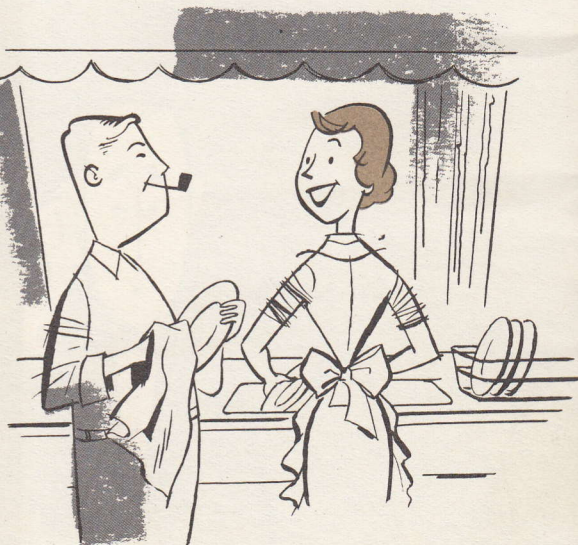
BE TACTFUL

Customers are often offended by a blunt "Who's calling?" Saying this implies that Mr. Jones might not be "available" to the caller. You'll find it more effective to say:

"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."



others...

KEEP PAPER AND PENCIL HANDY

If the caller wants to leave a message, write down the name and full telephone number, and the time he called. Here's an easy way to do it:

date

time

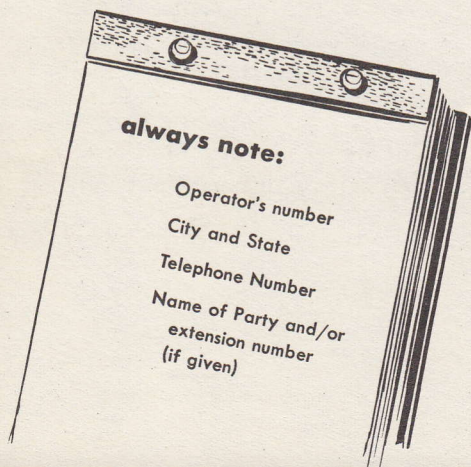
Mr. L. T. Smith—telephoned

Longbeach 1-0880

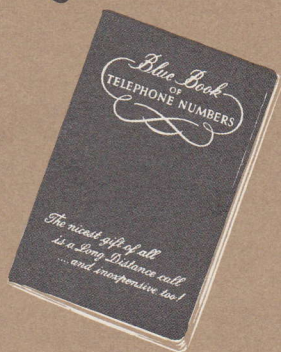
Please call him

(HINT: Of course the message is delivered *as soon as possible*.)

WHEN TAKING A PERSON-TO-PERSON LONG DISTANCE CALL FOR SOMEONE ELSE...



it's free...



You'll find it saves time to keep a list of telephone numbers you call frequently. Copies of this "Blue Book of Telephone Numbers" are available at the telephone company Business Office. Just call and ask for your copy.

OUT-OF-TOWN CALLS GO THROUGH MUCH FASTER WHEN YOU CALL BY NUMBER...

IT'S DIRECT... The long distance operator doesn't have to go through "Information" in the city you're calling. In many cases, she can dial direct from her switchboard to telephones in distant cities.

IT SAVES TIME... More than 60 seconds on each call. Most long distance calls now go through about as fast as local calls.

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.

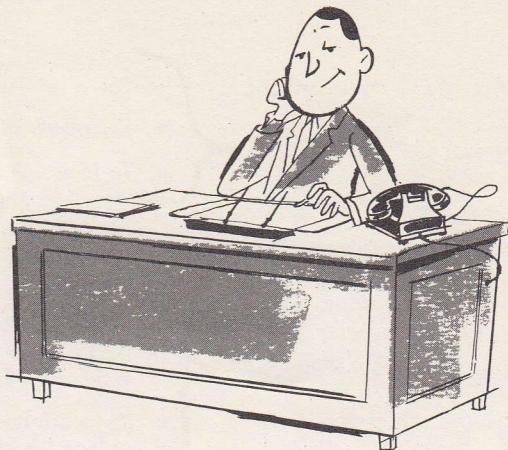
3 If the caller agrees to the transfer, signal your PBX operator by moving receiver hook up and down *slowly* until she answers.

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.



want to
test your T. I. Q.*



1. How can the telephone help me in my business career?

(5 POINTS)

- a. Gives me a chance to 'talk to the boss' 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."

**Telephone Intelligence Quotient*

4. I should use my telephone book:

(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.

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

(5 POINTS)

- 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.

6. When I give the Long Distance operator the number I want I'll save:

(20 POINTS)

- a. 15 seconds
- b. More than 60 seconds
- c. 40 seconds

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

(5 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.

8. When answering calls for others I should:

(20 POINTS)

- a. Say "Mr. Jones' telephone, Miss Smith," then offer to help or take a message, write the message down and give it to Mr. Jones on his return.
- b. Say "Mr. Jones' telephone—who's calling?"
- c. Say "Mr. Jones is in conference and can't be disturbed."

WHAT'S YOUR TELEPHONE SCORE?

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

- | | | | |
|---|---|---|---|
| d | 8 | c | 4 |
| c | 7 | c | 3 |
| b | 6 | b | 2 |
| c | 5 | c | 1 |

Once upon a time...

AND TODAY, TOO!

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 Bblopp!" Translated freely, it meant: "Go climb a dinosaur."

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 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



ILLINOIS BELL TELEPHONE COMPANY