

TELEPHONE SKILLS

Pocketbook

2nd Edition

A pocketful of tips
and techniques
on how to profit
by becoming a
telephone 'super-user'

Mary Richards



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THE TELEPHONE SKILLS POCKETBOOK

2nd Edition

By Mary Richards

Drawings by Phil Hailstone

“Excellent! Master these essential techniques, take control of all your phone calls and get more out of each day.”

Mike Richards, Sales and Marketing Director, Liquid Drop Ltd

“A powerful message for anyone who needs to project a professional and dynamic image over the telephone. I certainly want to be a super-user.”

Samantha Reynolds, Helpdesk Supervisor, Canon Helpdesk, Canon (UK) Ltd

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A business asset, a business liability, your relationship with the telephone, introducing the Super-User and the Casual-User, consider your telephone skills



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Preparing for and making calls, getting through to people, obtaining information and getting what you want, making complaints, negotiating



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An explanation of the principles and practice of communication



YOU AS A RAPPORT BUILDER

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Ways to alienate, ways to build and use rapport



YOU AS THE CALLER'S CONTACT

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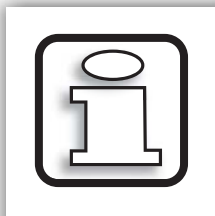
10 easy ways to give your caller a bad experience, know what your caller wants, 10 easy ways to give your caller a good experience, answering, taking messages and transferring calls, complaints



YOU AS A SUPER-USER

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The Super-User's Oath: "I will be in charge and make the phone work for me. I will seek out time-eaters and destroy them. I will use Super-User control techniques at all times."



INTRODUCTION

INTRODUCTION

THE TELEPHONE

In 1876 Alexander Graham Bell demonstrated and patented the telephone.

Well over 100 years later the telephone is still evolving and continues to revolutionise the way we communicate.



'Tele' from the Greek 'afar, far off'; 'phone' from the Greek 'sound, voice'.

INTRODUCTION

CORE BUSINESS COMPONENTS



While developing technologies provide continuous advancements in communication systems and methods, the telephone remains a core component of business communications.



INTRODUCTION

CORE OR COMMONPLACE?



As the telephone has moved from being a rare commodity to a commonplace item, our relationship with it has changed. We take it for granted.

We forget that it is both:

- A business tool and
- A communications vehicle

As such, the telephone should be viewed as a key business asset.

*'An amazing
invention - but who
would ever want to
use one?'*

Rutherford B. Hayes

American statesman and President 1822-1893

INTRODUCTION

A BUSINESS ASSET



The telephone is a real asset when:

- ✓ Taking orders from customers
- ✓ Improving customer service
- ✓ Providing a help line
- ✓ Communicating with colleagues
- ✓ Working remotely
- ✓ Making life easier
- ✓ Saving time
- ✓ Saving money

However...



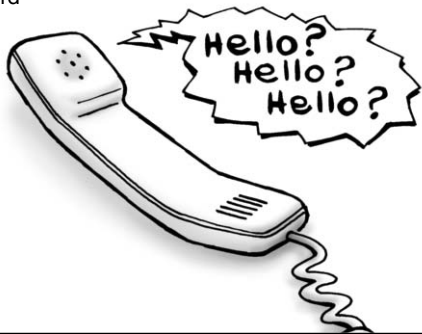
INTRODUCTION

A BUSINESS LIABILITY



...the telephone is a true liability when:

- ✗ It isn't answered
- ✗ The telephone manner is inappropriate
- ✗ Information, facts and figures are 'misheard'
- ✗ Calls are not responded to
- ✗ The service provided is questionable
- ✗ Over-automation exasperates the caller



INTRODUCTION

WHAT MAKES THE DIFFERENCE?



The only difference between the telephone being an ASSET or a LIABILITY is...

