

5 WAYS OF MAKING EVERY CALLER FEEL SPECIAL

1. **Call people by name.** We all like the sound of our own names. Address people by name during the conversation and at the end of the call
2. **Listen for feelings.** You can tell from the tone of voice whether a caller is angry, discouraged or uncertain. Let the caller know that you understand and are ready to help.
3. **Say something specifically related to the caller.** Try to refer to something that makes this caller different from the others.
4. **Say something about yourself.** When you've had similar experiences, mention it to let the caller know you appreciate the situation
5. **Compliment the Caller.** Praise people's taste, their ideas, and even complaints that bring problems to your attention.

GUIDELINES FOR TAKING INFORMATIVE MESSAGES

1. **Get all the information you need.** If the caller doesn't give you a complete message, ask for it.
2. **Note the date and time of the call**
3. **Include the name of the person who should return the call**
4. **Write down the full name of the caller.** If necessary, include a phonetic version in parenthesis.
5. **Note the area code, number and extension.**
6. **Indicate the purpose of the call.** If the caller is vague, explain why you need the information
7. **Note the action to be taken.** Should the call be returned? When? Is any other action required?
8. **Deliver the message promptly.** Telephone calls that are returned on time speak well for the efficiency of your organization.

TELEPHONE MANNERS

1. Identify yourself quickly. And if you are the caller, state your business clearly.
2. Clarify by using the phone correctly and speaking clearly using your natural voice
3. Personalize by using names and projecting a feeling of genuine warmth
4. Listen to the mood of your caller as well as to his message. Give your undivided attention
5. Take note on all business calls including the caller's name and all pertinent information
6. Repeat all messages and instructions to let the person know you have understood completely
7. Use the magic words, "Please, I'm sorry and thank you".