



Phone Techniques to Ensure Your Message Gets Across

Make a Good Impression

The impact that you make on the phone is 85% vocal, and only 15% verbal. **Which means: What you say is important, but *how you say it is critical.*** Your tone, inflection, attitude, energy and confidence all contribute to your professional impression, your credibility, and yes ... your reputation.

Plan Your Call

Be prepared with the important one, two, or – at the most – three points that you need to relate. Jotting them down beforehand will help you be direct once you're on the phone, or more succinct when leaving a message.

Introduce Yourself

Stating your full name and organization (your company – to clients; your division or department – to associates) ***clearly and slowly*** after your initial greeting is essential. A referral or reference to the nature of the call can also be included where appropriate. Example: "I received your e-mail today" or "Jack Smith asked me to contact you."

Ask Permission

Whenever you call someone, ask if it is a good time to talk. Questions like, "Do you have a few minutes to spend with me?" or "Is this a good time for you to talk?" show empathy and allow the other person to control his or her time. If the answer is "No," ask, "Is there a better time to speak with you?" or "When would you recommend I call you?"

Leave an Effective Message

1. Say your full name, organization, and phone number ***clearly and slowly***. (When the message is replayed this information will be at the beginning)
2. Leave a brief message – with the facts. Indicate the best place or method and time to reach you – office, cell phone, or even e-mail.
3. Complete the call by saying your full name, organization, and phone number ***clearly and slowly – again!***
4. Caution: When calling from a cell phone, don't assume your message got through or that it was understood.

Handle Conference Calls

1. Introduce those present with you, or yourself if joining a call.
2. The individual who initiates the call should have a plan or agenda, and should take the lead.
3. Restate your name when commenting, using the familiar "This is ____."
4. Be patient and use active listening skills, resist the urge to interject.
5. Don't type, eat, or drink, and minimize other distractions.



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