

## •TELEPHONE TIPS•

**By Stu Shaffer**

The "flow" of a business call should be like this.

- 1 - IDENTIFY YOURSELF AND THE OTHER PARTY
- 2 - ASK IF THIS IS A CONVENIENT TIME TO CALL. (If "yes", continue. If "no" go to #6)
- 3 - EXPRESS YOUR NEEDS.
- 4 - ASK QUESTIONS
- 5 - CONFIRM WHAT YOU HEAR.
- 6 - UNDERSTAND ACTION TO BE TAKEN.
- 7 - SAY "GOOD-BYE."

### **More Telephone Tips:**

- Answer your telephone within 3 rings, but when calling, let it ring 10 times.
- Call at different times of day to avoid playing "phone tag."
- Be specific about when you can be reached. This chart shows the flow of events during a courteous and professional telephone call. Remember, you are contacting people who are accustomed to a businesslike approach.