

# PREVIEW

## TELEPHONE MANNERS & TECHNIQUES

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To get more information, call 901.626.2487

Q. Why are we all here, today?

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A. To make more money.



One way to make more money...

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One way to make more money...

Build a powerful Telephone Manners Team  
and keep improving it all day, every day.

Before we talk about Telephone Manners,

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Before we talk about Telephone Manners,

let's identify the dollar value of YOUR  
telephone communications component.

Q. Why do you advertise?

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A. To get new, current, or former customers, clients, or patients (CCP) to call you.

Q. How much does it cost you in advertising and overhead dollars to get ONE new, current, or former customer, client, or patient (CCP) to call you with a unique sales inquiry on any given day?



A. Do the math. Add your average daily overhead associated with telephone communications management to your average daily cost of all advertising/marketing.

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Then, take this total and divide it by the number of calls from CCP's you log in one business day.

That is your approximate investment for one call  
from your CCP's.



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from your CCP's.

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You will probably find that it can be expensive to  
make your phone ring each time it does.

And, this is the amount required to just  
GENERATE the call.

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GENERATE the call.

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It is not a guarantee that a transaction will take place to help pay for the cost of the call.

How you and your Telephone Manners Team impress the people making these calls to your group will determine the amount of your ROI for your telephone communications component.





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Remember; you never get a second chance to  
make a great first impression.

Also remember, people who have a bad telephone experience with your group will rarely tell you about it.



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They will simply call someone else, and you will never even know it.

Q. Who in your group needs to be trained (and re-trained regularly) in telephone skills in order to protect your investment in this area?



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A. Everyone who EVER speaks with a CCP by telephone.

Continuing telephone manners and skills training based upon protocols customized for your operations is vital.

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(If you don't have a written Telephone Manners and Techniques protocol guide or Policies & Procedures Manual, you are leaving a lot to chance.)

Q. Another thing; who in your group needs to be trained in the use of your telephone system's features?



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A. Everyone who EVER speaks with a CCP by telephone.

Your telephone service provider can guide you.

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Q. Additionally, who in your group needs to know about all of the products, service, or department functions within your organization, or how to find the answer for a caller?



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A. Everyone who EVER speaks with a CCP by telephone.

Employee Orientation and a  
Company/Product "Look-up" are essential.

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# TELEPHONE MANNERS & TECHNIQUES

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Powerful forces for success, or  
stealthy sources of lost revenues.

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