

**HOW TO MAKE
FRIENDS
BY TELEPHONE**



The telephone is one of our most valuable assets in business and social contacts. However, only through proper use is its greatest value realized.

Good telephone usage is just this: An efficient manner plus a pleasant voice.

Whatever your occupation, your success depends largely on how you treat your customers. An effective telephone personality will help you make friends and create good will.

Anyone can develop a good telephone personality. The rules are simple and practice will bring worthwhile results.

The fundamentals of telephoning are familiar to almost everyone. But certain proved methods and manners of telephone usage can greatly benefit telephone users.

This booklet gives some brief suggestions which we hope will help you get the most out of your telephone. Follow them and others will enjoy telephone contacts with you, just as you will get more satisfaction from your use of the telephone.



WHEN YOUR TELEPHONE RINGS

Answer calls promptly

Your conversation is off to a favorable start if you answer promptly—on the first or second ring if possible. You may lose a valuable call if you wait too long to answer.



A pleasant greeting

You will make friends for yourself and the company by greeting the caller in a friendly, courteous manner. Being alert, enthusiastic, and sincere throughout the telephone conversation will help sell your personality and the company's products or services.



*Delivery Department,
Miss Young*

Answer calls by identifying yourself

It is easier if the caller knows at once to whom he is speaking.

Say: "Allen speaking" or "This is Mr. Allen."

"Merchants Hardware Company, Welch speaking."

"Delivery Department, Miss Young."

"Hall's Residence" or "This is 9851."

When away from your telephone

Leave word with the person who will answer your telephone while you are gone. Information as to where you are going and when you expect to return is just another form of courtesy.



WHEN YOU PLACE A LOCAL CALL

Be sure of the correct number



If in doubt, refer to the telephone directory, your list of frequently called numbers, or get the correct number from "Information." If the last is necessary, make a note of the number to save you time and trouble when you need it again. Also, be sure to dial carefully to avoid wrong numbers.

Give plenty of time for an answer

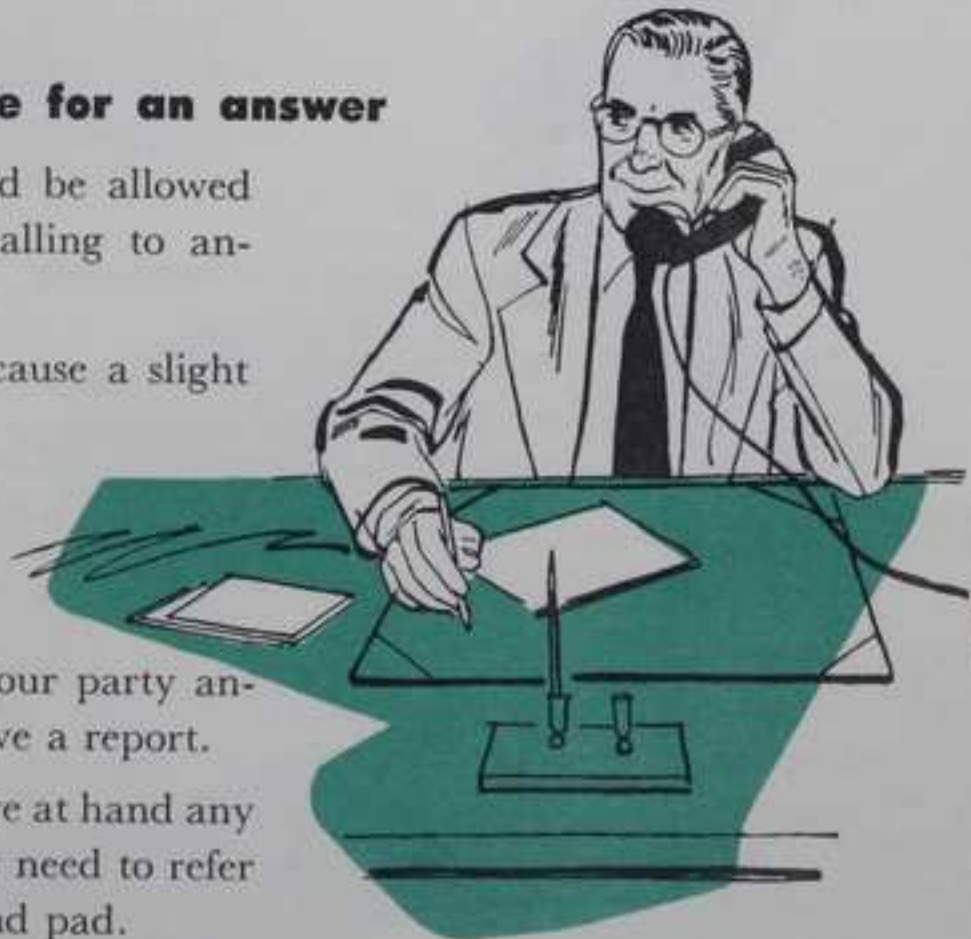
A minute at least should be allowed for the person you're calling to answer.

Many situations can cause a slight delay.

Be ready to talk

Stay on the line until your party answers, or until you receive a report.

It is a good idea to have at hand any correspondence you may need to refer to, as well as a pencil and pad.



Apologize for mistakes

If you should receive a wrong number, apologize and hang up gently. It will reflect credit on you to be pleasant when someone calls you by mistake.

*"New York, N.Y.
Gramercy 5-2598"*



WHEN YOU MAKE A LONG DISTANCE CALL

Long distance calls are completed twice as fast if you know the number of the distant telephone.

In placing out-of-town calls, the details of the call should be given to the long distance operator in the following order:

1. Name of distant city and state, such as "New York, N. Y."
2. Called party's telephone number, such as "GRamercy 5-2598."
3. If telephone number is not known, called party's name and address.
4. If call is to be person-to-person, name of particular person desired.
5. Your telephone number, when operator asks for it.

WHILE TELEPHONING

To be clearly understood, speak directly into the transmitter. Your lips should be about half an inch from the mouthpiece. Use a normal tone of voice, as too loud a voice may blur or sound gruff; and if your voice is too low, your words may be mistaken or you may need to repeat them. Speak distinctly.



Picture the other person

Your conversation will be more personal if you speak **TO** the person at the other end of the line rather than **AT** the telephone.

Give all your attention

Listen carefully and politely to the other person and interrupt only if necessary. Good manners apply to telephone conversations as well as face-to-face contacts.



Explain waits

If it is necessary for you to obtain information away from the telephone, explain that you must leave and give the reason. For example:

"Will you please hold the line for a moment while I refer to our records?"

On returning, a phrase such as "Thank you for waiting, Mr. Green," would be appreciated.

It may be best to offer to call back if a relatively long delay is involved—say more than two minutes.

ANSWERING CALLS FOR OTHERS

Be helpful and tactful

When you answer a call for someone else, it is tactful to ask only necessary questions. You may want to use such phrases as "When Mr. Adams returns, may I tell him who called?" or "I'm sure Mr. Benton would like to know who's calling."

The caller may ask you to take a message or you may volunteer to do so. Be sure the information is correct. Don't hesitate to repeat if you are in doubt. Then deliver the message at the first opportunity. That's another occasion for a handy pencil and pad.





If you transfer a call

First of all, tell the caller what you intend to do. Then depress and release the receiver hook slowly three or four times. Stay on the line until the operator answers.

When through telephoning

End the call gracefully. Be sure to thank the other person if he has been helpful, and say "good-bye" so he will know you have finished. And as a parting, thoughtful gesture, please hang up gently.



When "name calling" is good

Use the customer's name. There is no sweeter music to another person than the sound of his own name. But be sure you pronounce it properly.

Some important extras

"Thank you." "You're welcome." "I'd be glad to help you." "Call again."

The use of such courteous phrases is one way to smile over the telephone.

Be brief

It's a good rule in order to save time all around to be as brief as courtesy and the nature of your conversation will permit. No business telephone conversation should be prolonged unnecessarily.

The welcome mat

Think of the telephone as a doorway to the company. Customers will judge you and the company by the welcome they receive and the helpfulness of your telephone attitude.



