

PROPERTY OF
MARSHALL BOBHEG



HOW TO MAKE FRIENDS

...BY TELEPHONE

HOW TO MAKE FRIENDS BY TELEPHONE

This is the story of two people . . . two friends of yours you have never met.

But you know them well because you have talked to them many times over the telephone. You have a strong mental picture of both as though you had seen them hundreds of times.

One of these persons is kind and considerate. Whenever you call him or he calls you, immediately you feel that he is glad to meet you, even though it is by telephone. How does he convey that impression to you? You are unable to see him, to look at the smile on his face, to tell by his facial expression how attentive he is. How does he do it? By his voice alone.

. . . .

The other person . . . perhaps he does not mean to sound gruff, but he does . . . when he talks over the telephone. He talks too loudly and he is a bit too abrupt. If you were to meet both of these people face to face, it might be that they would be equally charming, equally pleasant. But over the telephone, as you do meet each of them, one is decidedly more pleasant.

And yet, both could be equally pleasant over the telephone. It is not difficult. By following the simple rules

of courtesy, one can develop a pleasing telephone personality . . . learn how to make friends by telephone.

A business man who employs a great many people once said, "Whenever I need a new girl in the office, I insist that applicants call me on the telephone first before I interview them. If their voices do not sound pleasant, clear, and interesting, I don't bother to make an appointment for a personal interview."

"Talk over the telephone so that people will like to call you or have you call them," another business man told his employees. "The people over at the Blank Manufacturing Company are fine people to do business with," he remarked. "I have never been there, but I have talked with them by telephone."

The impressions we make over the telephone are important . . . more important perhaps than most of us realize. In both business and social life, our voices over the wire reflect our real personalities. When meeting people face to face, poor diction oftentimes may be excused because of a winning smile or a warm personality, but when you talk over the telephone, your voice and your voice alone is you.

A few simple suggestions are given on the following pages. They were originally written for telephone employees. We invite you to read them, and then turn to the back page where you will find a score sheet, on which you may wish to grade your own telephone manners.

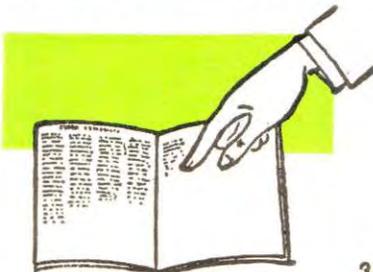
LET'S SEE.....2714 OR
2174?
OR IS IT.....?



When placing a call . . .

BE SURE OF THE NUMBER

If you call from memory, you may get a wrong number. This irritates you and the person you have called by mistake. If you are not sure, it will save time and irritation to look up the telephone number in the directory.



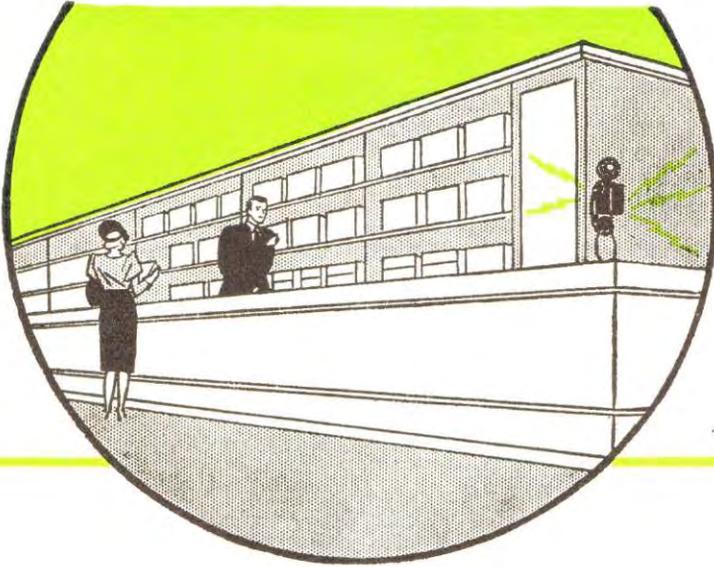


When placing a call . . .

BE READY TO TALK WHEN THE CALLED PERSON ANSWERS

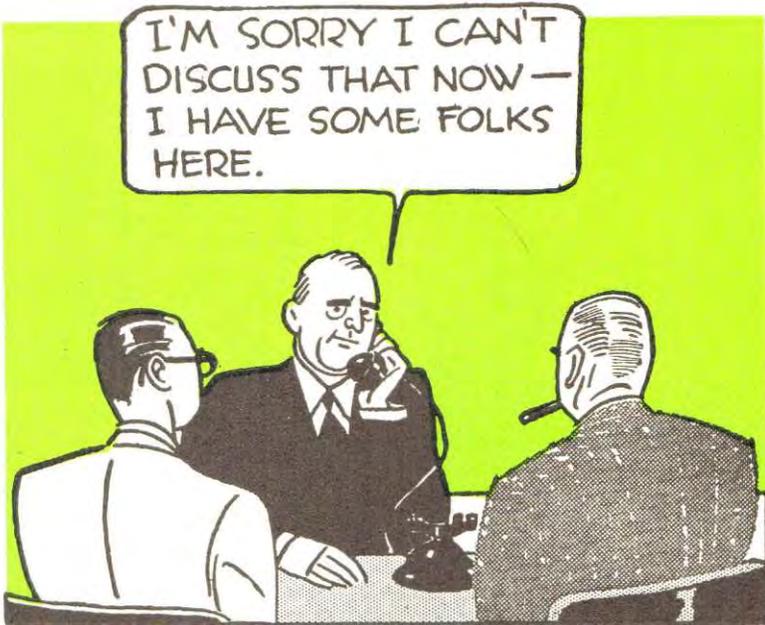
It is discourteous not to be ready to talk when the person you are calling answers the telephone. We suggest you stay on the line until your party answers or until you receive a report.

When placing a call . . .



ALLOW TIME TO ANSWER

After you have dialed or called a number, give the person you are calling at least a minute to reach his telephone.

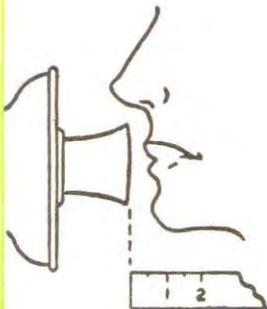


When telephoning . . .

ASK IF IT IS CONVENIENT TO TALK

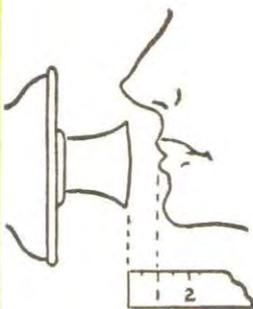
It is courteous to inquire of the person you call if it is convenient for him to talk. You would not break into a conference and this same rule of etiquette applies over the telephone.

When telephoning ...



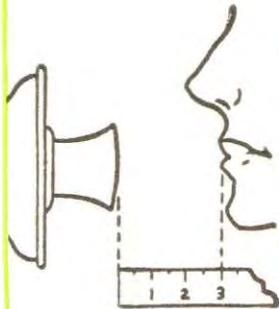
CLOSE TO MOUTHPIECE
BEST RESULTS

BEST



ONE INCH AWAY
FAIR RESULTS

FAIR



THREE INCHES AWAY
POOR RESULTS

POOR

SPEAK DIRECTLY INTO TRANSMITTER

Your lips should be half an inch from mouthpiece and should be used freely to form your words.



A. Correct position.



B. Fair, 1/4 as good as A.



C. Poor, 1/20 as good as A.

When telephoning ...



IT IS UNNECESSARY TO SHOUT

Shouting distorts your voice over the telephone. The instrument is tuned to a normal tone of voice and loud ones cause it to blur. A loud voice sounds gruff and unpleasant over the telephone. It is equally unpleasant to listen to someone who whispers or mumbles.

When
telephoning ...



TRY TO

VISUALIZE THE PERSON

Speak *TO* the person at the other end of the line, not *AT* the telephone.

When telephoning ...



Say "THANK YOU" and "YOU'RE WELCOME"

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

When telephoning ...



BE ATTENTIVE

The person to whom you are talking will appreciate your listening politely and attentively. You would not interrupt in a face to face conversation and the same rules of etiquette apply in telephone conversations.

When telephoning ...

YES, MR. JONES, I'LL
TAKE CARE OF THAT....



USE THE CUSTOMER'S NAME

There is no sweeter music to another person than the sound of his own name.

When telephoning . . .

I'M SORRY BUT IT
WILL TAKE ABOUT
TWO MINUTES TO
GET THE INFORMATION.
WOULD YOU PREFER TO
WAIT OR SHALL I CALL
YOU BACK?



EXPLAIN WAITS

The customer cannot see you or what you are doing . . . he has to depend on what he hears.

If you must leave the telephone do not drop it on the desk.

When telephoning...



APOLOGIZE FOR MISTAKES

When you receive a wrong number, do you bang up the receiver or apologize to the other person for calling by mistake? It is equally courteous to be pleasant when someone calls you by mistake.



When receiving a call ...

ANSWER YOUR TELEPHONE PROMPTLY

When your telephone rings, if you do not answer it promptly, the person calling may decide no one is there and hang up. If you answer at once, you may save important calls.



When receiving a call . . .

**GREET THE CALLER
PLEASANTLY**

Remember . . . you do not know who is calling. It may be your best friend or one of your best customers. Greet him as pleasantly as you would if you were meeting face to face.

When receiving a call...



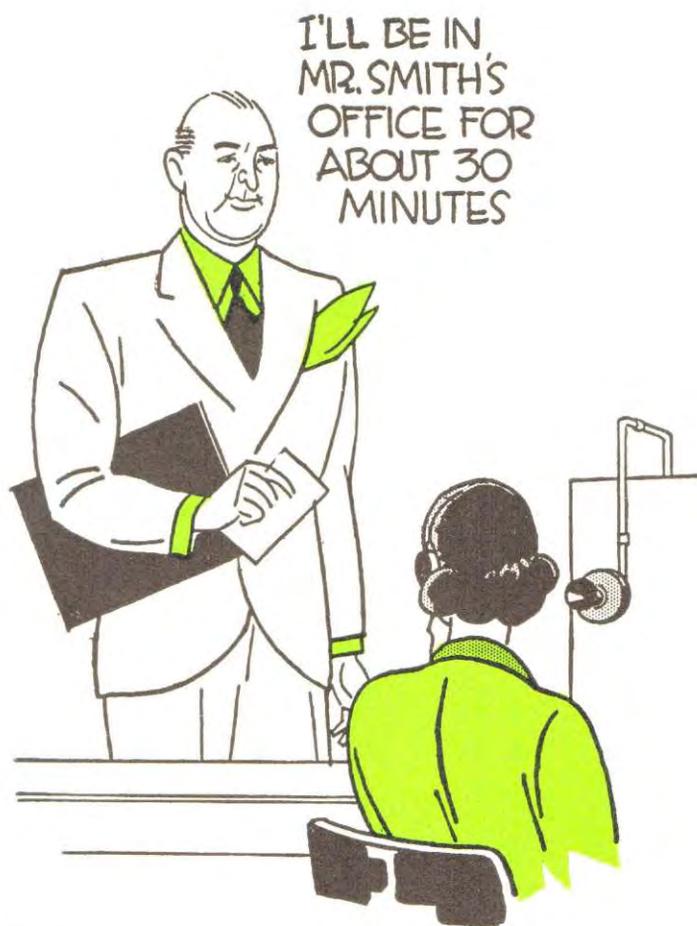
IT IS WELL TO

IDENTIFY YOURSELF

Avoid such old-fashioned, time-wasting answers as "Hello" and "Yes". Identify yourself, your firm, or your department.

Examples: "Mr. Brown" or "Mr. Brown speaking"
"Roberts Company"
"Bates Brothers, Mr. Jones speaking"
"Shipping department, Mr. O'Brien speaking"

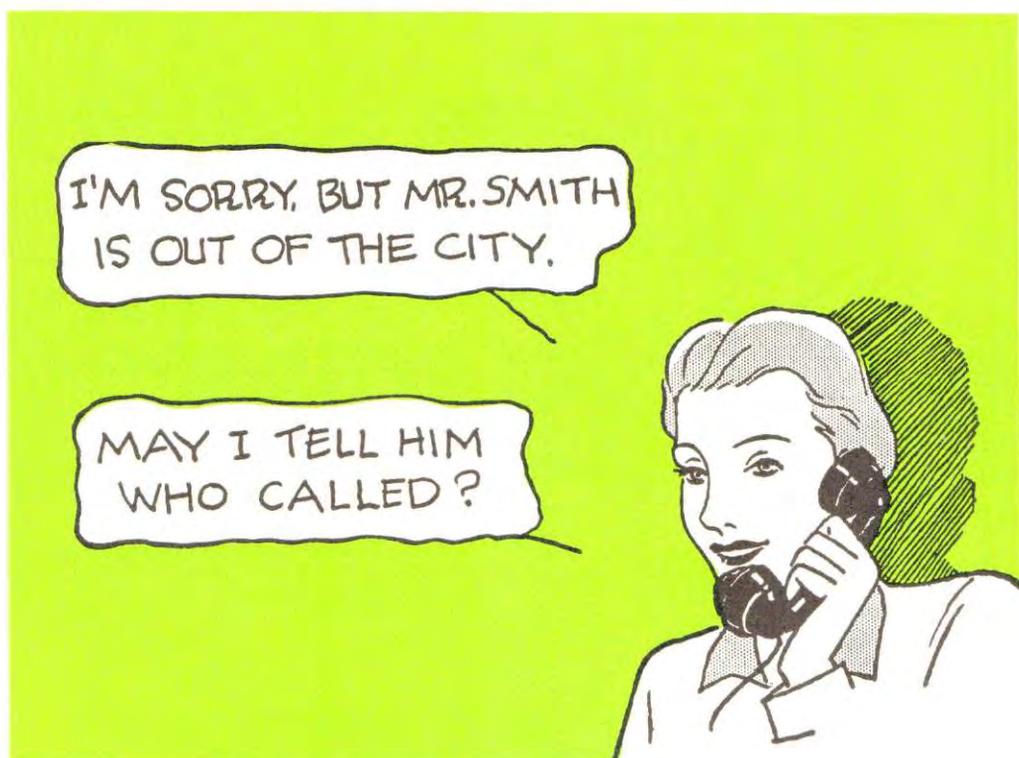
When away from your telephone ...



LEAVE WORD WHERE YOU ARE GOING

It may save you important calls if you leave word with the person who will answer your telephone, where you are going and when you expect to return.

When answering calls for others ...



ASK QUESTIONS TACTFULLY

Ask only those questions that are necessary, such as name and telephone number. You may want to use such phrases as, "I'm sure Mr. Smith would like to know who is calling," or "when Mr. Smith returns may I tell him who called?"

When answering calls for others . . .



TAKE THE MESSAGE

Note the name of the person who called, his telephone number, the time, and if he wants to be called. Then repeat the information to make sure it is correct. Deliver the message at the first opportunity. It is well to have paper and pencil ready at all times to take telephone messages.

When transferring calls...



SIGNAL THE OPERATOR S-L-O-W-L-Y

First of all, tell the customer what you are going to do, then depress and release the receiver hook three or four times. If you move the receiver hook too rapidly the operator cannot see the signal. Stay on the line until the operator answers.

(This, of course, applies only to telephones on private branch exchanges.)

When through telephoning...



WHO SHOULD END THE CALL?

It is courteous always to allow the called party to end the call and hang up first. Some business firms, however, prefer to let the customer hang up first.

When through telephoning ...



HANG UP GENTLY

Slamming the receiver may cause an unpleasant noise in the receiver of the other telephone. It is as discourteous as slamming the door.

What's your telephone score?



For each "Yes" answer give yourself 5 points. For each "Sometimes," 2 points. No score for a "No" answer. Add up your total.

90 to 100 is excellent
80 to 89 is good
70 to 79 is fair
Below 70 is unsatisfactory

