

What Does Your Telephone Say About You?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

What Does Your Telephone Say About You?

By BIG Mike McDaniel

What Does Your Telephone Say About You? by BIG Mike McDaniel

What Does Your Telephone Say
About You When You Are Away?

Your Small Business Image
can be Shattered by Your Phone

by BIG Mike McDaniel

Business to Business relationships come to expect a certain level of professionalism, from the first telephone call to the final delivery.

Your business can be on the Really Big 500 list, employ only a handful of people, or be a business of one but what is said by that business to other business customers will reflect the personality of that business. It can be a PR boost or a PR blowout.

Have you called the telephone company or your long distance provider lately? Chances are you will get a machine telling you to "listen closely because the menus have changed" (as if they know you called last year). When you do listen closely, chances are there is not a choice on the menu that sounds like the reason you called. Worse, you could choose a selection and be directed to an area

What Does Your Telephone Say About You?

that does not answer with no way to get back to real people. What does that say about the company? Terrible impression. Only the company's bean counters will argue that all that "select and press" boogie-woogie is good for the company.

Word of mouth is faster and cheaper than any other form of advertising, and very widespread. Have you talked with anyone that thinks voice mail menus are nifty?

Same if you have to call an insurance company, or credit card company. Now, it seems, more and more calls are greeted with the "all our agents are busy, please hold" message. Can you imagine how that one got started? "Look, Herb, if we put the main line on voice mail, we can trim our customer support staff in half, just have the machine say 'everyone is busy helping other customers', we can save really big bucks!" Not much for PR is it? Even worse if they ditch the 800 number and make you pay for the call.

For years I have told my clients to look to the big boys to see how they do things. Now I hedge my advice, by pointing them at the big boys that are doing it right, because so many have made more than one wrong turn on the road to a professional, caring image.

The telephone is only one part of the puzzle, but one of the most important parts. I tell my clients with small to mid size businesses to call the office from time to time to see how the phone is answered. I cannot count the number of times I have had to ask to person answering the phone to repeat the mesh of words that just flew by. Hundreds of times I have been ka-thudded on hold with not so much as a "Hang on Bub!" It is

What Does Your Telephone Say About You?

true, you can hear a smile on the other end of the phone. You can also hear indifference and the easy one to spot is outright disgust. One bored telephone person can do more to undo what took years to do more than any other company asset (or liability).

What if your company is you? Staff of one with a home office. What happens when a call comes in and you are not there to put on your best voice? Does a machine get it? In how many rings? What does the machine say? Does your machine make sense if you call from a pay phone? It only takes a few minutes to draft a

script for the answer machine. So much better than an ad lib. Even the pros write it down. Forget about that "I'm not here..." stuff, any moron can figure that one out. No need to lecture them with "...say your phone number twice" or "talk slowly, I am not a stenographer". Record it over and over until it sounds bright, happy, and clear enough for Grandma to understand.

How do you feel when you make a business call and a machine answers to tell you "if you want to send a fax, press start now!"? Makes you question the quality of the business, doesn't it? Can't they even afford a separate fax number? You see it on printed material, too, for fax, "call first so we can turn on the machine". It is hard to imagine such a setup being used for more than one or two faxes a year. The impression that a lack of a separate fax number gives is negative in every respect.

The ultimate professional faux pas

What Does Your Telephone Say About You?

is to use your home phone number as your business number. This might work if you are the only one ever to answer the phone and your machine always answers if you are away (even if the house is full of kids and an in-law or two). What usually happens is a child, or grandchild, will answer "ha-whoah?" "Is this The Acme Company?" "I'll get my Mommee (clunk) Mommeeee ". Neat first impression. Consider the ramifications if a teenager in your house has figured out how to dial out.

Here are two simple ideas to help give your business a professional front, telephone-wise.

If you already use a separate line for the fax machine, but still use your home phone as your business line, start

using the fax number as your main business number. Make sure no one else answers it. Put your answer machine on it and leave the home phone alone. Put your new number on everything and send email to those that may have the old one. The transition won't take long.

You won't lose any faxes because you can get a free fax number from several sources that sends the faxes to your computer. No banner ads to read, just free fax service. I have had one for years. I have a dedicated fax number and don't pay a penny. My fax number converts any fax to an eMail attachment and sends it to my eMail box. I can read my faxes from any computer, worldwide. In my office I can read and pitch, or print and read. I don't buy fax paper anymore. Some folks call them electronic faxes. The point is, you can get a fax number all your own,

What Does Your Telephone Say About You?

without extension, that anyone can use, 24 hours a day, for free. No hidden costs or startup fees. The two most popular are www.jfax.com and www.efax.com but any Internet search for "free fax numbers" will bring up a bigger list.

If you don't have a fax number at home, call the telephone company and order a second residential line. Tell them you want a second line. No need to explain. Once it is installed, make it your main business line and get a free fax.

Now your business card can show a main line, a fax line and a cell phone and your mother-in-law can't run off new business.

If it walks like a pro and acts like a pro...

Copyright 2003 BIG Mike McDaniel – All Rights Reserved
BIG Mike McDaniel is an Author, Professional Speaker and Business Consultant with Advertising, Promotion and Publicity ideas that really work.
Sign up for his free BIG Ideas Newsletter at <http://BIGMikeOnline.com>

Reach BIG Mike by eMail at McD@BIGMikeOnline.com

Telephone Selling Tips

By Kevin Nunley

Telephone Selling Tips by Kevin Nunley

The telephone is still one of the top ways to sell. You can pick up a phone, reach just about anyone in the world, and get a very sincere conversation going.

This ability to use the phone to go anywhere and achieve a special rapport with customers makes the telephone an indispensable selling tool.

Jot down what points you want to cover in your

What Does Your Telephone Say About You?

conversation before you call. This will help you stay on track.

Asks questions. Remember, it's the person who asks the questions who controls the direction of the conversation.

Listen to what is going on around the person on the other end. Managers are often very busy and may have something important come up during your call.

Offer to call back in 30 minutes or an hour. This helps you get back to the customer fast before he has a chance to put you off indefinitely.

When customers call you, spend a few seconds in friendly banter. Then answer questions and zero in on a product or service that can help them.

Kevin writes your sales copy, press release, or article AND gives you marketing advice at <http://DrNunley.com/copywriting.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!