



## Telephone Answering Tips and Techniques

Make a good first impression with your customers.

A poorly handled call can cost money, damage your reputation or worse. The next time the phone rings, set the standard for good customer service by using these five handy tips.

### 1. Answer all incoming calls before the third ring.

If you're open for business, letting the phone ring may give the impression that you're unavailable.

### 2. Identify yourself and your organization.

Customers should never have to ask if they've reached the proper business.

### 3. Don't use slang or jargon.

Instead of saying "OK" or "No problem," say "Certainly" or "Very well," Another good idea is to always sound proactive. For example, rather than saying "I don't know," try "Let me find out for you."

### 4. Answer all your messages within one business day.

The sooner you return a customer call, the sooner you can seal the contract or sale.

### 5. Before putting a caller on hold, ask for permission.

Then while they're waiting, provide "on-hold" progress reports every 30 to 45 seconds, along with the option to have someone call them back.

Next time your phone rings, remember your courtesy and professionalism could be the key to closing the sale.