



SOC:

Always be available
for the phone and
answer the call with a
smile within three rings

GOOD COMMUNICATION HABITS

ACTIVE LISTENING

Listen first and then focus on being active and constructive. We have all seen two people trying to talk to each other at the same time and quickly recognize that listening is just as important. In fact, listening is half of a successful conversation—you take turns to talk, and everyone feels heard.

USE THEIR NAME

Remembering someone's name has been shown to make people more likely to help you, more likely to buy from you, and is seen as a compliment. This probably explains why, as Dale Carnegie points out, our names are "the sweetest and most important sound" to us.

LET THEM TALK ABOUT THEMSELVES

40% of our everyday speech is devoted to telling other people how we feel or what we think. If you want to make your conversation partner feel good, get them talking about themselves and their interests.

MAKE THEM FEEL IMPORTANT

Asking for advice and giving honest compliments are ways to show you place value on their thoughts and opinions.

REPEAT THINGS THEY SAY

Hostage negotiator, Gary Noesner, points out that just repeating the last word or phrase someone used will show that you are listening and engaged. Who better to get conversation tips from than a hostage negotiator.

PARAPHRASE THEIR WORDING

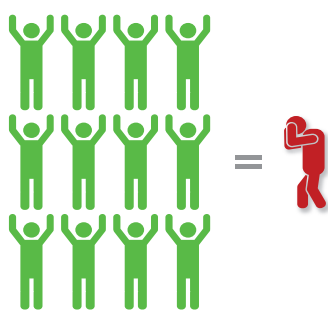
The idea is to really listen to what the other side is saying and feed it back to them. You are trying to discover what is important to them.

Maximize OUR PROFITABILITY

Take advantage of calls with our customers to cross-sell and up-sell. Broadly speaking, these fall into three categories:

- 1) You may hear of an additional need and offer to meet it
- 2) You may try to sell an add-on product or service.
- 3) You may sell a value added solution or service.

IT TAKES **TWELVE
POSITIVE SERVICE
EXPERIENCES**
TO MAKE UP FOR
**ONE NEGATIVE
EXPERIENCE**



MAKE THE CUSTOMERS
PHONE EXPERIENCE A
POSITIVE ONE!