

The Value of Effective Telephone Techniques

By Rozey Gean

The Value of Effective Telephone Techniques

Rozey Gean
rozey@marketing-seek.com

Marketing-Seek <http://www.marketing-seek.com>

THE VALUE OF EFFECTIVE TELEPHONE TECHNIQUES

By Rozey Gean

Effective telephone techniques are important for any business including an online business. Sometimes online business owners operate under the impression that no one will actually call, but trust me eventually some one is going to call. Learning how to handle customers on the telephone can become critical to the success of your business. Here are some of the basics:

1. Have a designated business phone. Don't try to use a residential phone as a business phone. Doing this leaves you unprepared. You won't know if the call is personal or business and anyone in the house can answer the call. It is worth the extra expense to understand which phones calls are business and be able to treat them as such. Remember that cyber marketing is supposed to be less expensive, but not expense free.

2. Consider adding a toll free line to your services. This is an option you add to your regular business phone line and can be as inexpensive as \$3 a month and the cost of incoming calls. Doing business online means doing business nationally and you will receive more business if you make it convenient for people to call.

3. Answer the phone professionally. Use a greeting, the name of your company and a question, like "how may I help you?" Smile even if you don't feel like it and it will come through in your voice.

4. Listen. One of the hardest activities to participate in is listening. When you do, customers appreciate it. Try to understand what your customer needs from you before you attempt to sell your services. Often business owners jump in with the hard sell before they even understand what the customer needs. Take the time to listen and the effort will pay you back ten fold.

5. When the time is right ask for the sale. It is important to ask and help the customer make the order.

By using the telephone effectively you assure your prospects that you are a professional and assure them that what they are ordering is worth having. It also assures them that you are indeed legitimate. So don't just live in your modem, use your telephone to create business as well.

Copyright 1999, Rozey Gean, All Rights Reserved Worldwide

Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

<http://www.marketing-seek.com>

Email - <mailto:rozey@marketing-seek.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)