

Business Phone Etiquette

By Bob Brolhorst

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If you have ever had one of those days when it seems as though the phone just quit ringing there are certain steps a business person must take to ensure that all of your customers are being taken care of in a resonable manner. I know from just my own experiences that I grow extremely impatient if I get put on hold for more than a few mintues. So this is how I handle all my phone calls.

I answer every phone call with smile. I know, the people on the other end of the phone line can't see my face, but you would be surprised how more friendly your voice will sound if you have the correct attitude. If you do this everyday with your phone calls, then when you are out in public it will become automatic. Don't you feel more comfortable talking to someone who is smiling as opposed to frowning?

I never let another incoming phone call interrupt a call that I am currently dealing with, that is why that it is imperative that you have a reliable answering machine or answering service. How important do you feel when the person talking to you puts you on hold? There is no sale or customer more important to you other than the one that you are talking on the phone with NOW!!!

Try to setup phone calls as you would an appointment if possible. If you take this approach you will have all of your customers information in front of you and you can avoid distractions when they call.

Know your customers and their voices if possible. What I like to do when I get a new customer is add them to my contact list in my Outlook Program. As in most email software programs there is a space reserved for comments. I like to get to know my customers on a somewhat personal level, so in the reserved area I like to add my customers wife and childrens names and any important personal conversation I may have had so when we talk again I can ask how birthday or anniversary went. Your customers will really feel appreciated if you are interested in them more than just for the products they may buy from you.

I always make a point to call all of my customers at least four times a year to find if they are in need of anything or are maybe having any problems or if nothing else than to just say "Hi"

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