



TOUGH TIMES?

GIVE THE RECEPTIONIST A RAISE (OR AT LEAST SOME SERIOUS TRAINING)

Here is a list of tips to make sure that answering the phone is a key marketing element.

1. The voice on the phone is often the first opportunity your business has to make a first impression. Don't miss the opportunity.
2. Make sure your voice has a smile in it. Keep a mirror on the desk. When you answer the phone, intentionally smile. It really is difficult to sound short, gruff, detached, etc. when you are smiling. Let that smile reach through the phone and truly welcome every person that calls. It takes some practice, but it works. Soon, you can put the mirror back in the drawer because once you cultivate the habit, it becomes second nature. The bonus with this is that you may actually find yourself smiling more all the time.
3. If you need to use a script to start with when a new program is offered or you are featuring a new promotion, use it, but try to get away from the scripted feel of it as soon as you can. Be natural, be yourself and yet still convey the information.
4. Be especially aware when you use the words, "Thank You", "Please" and "You're Welcome" as well as "Thank you for calling", "Good Morning", "Good Afternoon" etc.

These are the kinds of words and phrases that we use so frequently it is easy to let a bored tone slip into your speech. Intentionally speak these words with meaning. Let your personality shine through. Things that sound small and insignificant are not small or insignificant when we are talking about relationship marketing. It can be a cold world out there. A friendly, enthusiastic voice attracts. A bored, distracted, tired voice creates an immediate negative impression.

5. When making outgoing calls always leave a message if you do not get an answer. It is extremely unprofessional to call someone and just hang up.



6. When we are talking about relationship marketing we are talking about every contact with every person at any and every point during the day. Customers, clients, vendors, competitors....**everybody**.

Each and every person can make their position significant by placing their own unique stamp on it and performing daily tasks with energy and enthusiasm.