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[Technology](#), [Mobile Phone](#)



9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 49 UNIT C Verbal Communication Proper N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in Files You Will Need: C-1. doc C-2. doc C-3. doc C-4. doc C-5. doc C-6. doc C-7. doc C-8. doc C-9. doc Developing Professional Telephone Skills Since its development in 1876 by Alexander Graham Bell, the telephone has become one of the most common home and business appliances. The word " telephone" comes from the Greek " tele, " meaning at a distance, and " phone, " meaning voice. Telephone technology allows people to speak with each other regardless of where they are located. According to the International Telecommunication Union, close to 5 billion people worldwide subscribe to telephone service. Of these, 4 billion are mobile or cellular customers. No matter where you live and work, you use a telephone in the workplace and should do so in a professional manner. In this unit, you learn the fundamentals of proper telephone etiquette. You are a customer service representative in the Operations Department of Quest Specialty Travel and work with Nancy McDonald, the head of Customer Service. You spend most of your time on the phone, talking to Quest customers. Nancy is training new customer service representatives, and invites you to attend the sessions to review and help her train others in the essentials of professional telephone communication. OBJECTIVES Explore professional telephone communication Place telephone calls Use voice mail Leave professional messages Take calls for other people Screen, hold, and transfer calls Develop cell phone etiquette Receive telephone calls g 9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 50 UNIT C Verbal Communication Exploring Professional Telephone Communication In the workplace, you use the telephone to communicate

with customers, colleagues, superiors, suppliers, and others—in short, everyone with whom you have a professional relationship. In some cases, such as when working with customers in other locations, the telephone is your primary channel for communication. The success of your business relationships therefore depends on your phone skills. Table C-1 summarizes telephone communication do's and don'ts. Before you meet with the new customer service representatives, Nancy McDonald suggests you review the fundamentals of professional telephone communication. Proper N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in DETAILS QUICK TIP Observe the following guidelines as you use the telephone in professional settings: - Use the telephone when it is appropriate Telephones are so convenient that you might reach for them out of habit. When you make a telephone call, you are taking up someone else's time in addition to your own. Before you call, ask yourself whether your call is necessary and appropriate. Would an e-mail message serve the intended purpose? Would it take less time to resolve the matter or look up the information that you need yourself? If you need to speak to someone you know is busy, send an e-mail message to schedule the phone call. Figure C-1 shows when you should make a phone call or send an e-mail. Many people prefer the telephone as a communication channel because it is more personal than other channels except for face-to-face conversations. Take advantage of the intimacy and immediacy of the telephone to develop a relationship, respond to a matter quickly, or end a cycle of e-mail messages that raise more questions than they resolve. Instead of interrupting someone with a phone call, consider sending an e-mail, instant, or voice-mail message. - Identify yourself and your caller When

the telephone rings, you seldom know who is calling or what to expect. Using caller ID, a feature that displays the phone number and sometimes the name of the caller, helps to identify your caller. When you answer the phone, immediately identify yourself by name and affiliation. Doing so prompts your callers to also identify themselves. If they don't, you can say, " May I ask who's calling? " If a phone call is your first contact with a customer, the way you answer the phone forms the customer's first impression of your business. When you speak to someone face to face, much of the communication is nonverbal. when speaking on the telephone, these cues are obviously not communicated. Take extra care to speak clearly, keep the volume of your voice moderate, and communicate your message carefully. Instead of responding to nonverbal cues, your listener picks up on the tone and inflections of your voice. When speaking to someone on the telephone, be as animated and enthusiastic as you would be if you were talking with them in person. As they speak, some professionals watch themselves in a mirror, smile, or stand up when they make or answer a phone call. These actions help improve the tone of their voice. QUICK TIP - Remember that you lose the visual cues Provide frequent oral feedback so the speaker knows you are receiving and understanding the message - Keep it positive and cheerful - Use technology effectively Telephone service continues to develop with innovations in technology. Recent advances include mobile and cellular telephones, satellite telephones, and Internet-based telephony, the technology for electronically transmitting voice across distances. Internet telephony is a special type of telephony that uses the Internet instead of traditional lines and services to exchange voice communications. Consider

how new developments might benefit you and your organization. Verbal Communication 50 Developing Professional Telephone Skills g

9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 51 FIGURE C-1: Choosing phone calls or e-mail messages Make a phone call when you: Expect to exchange ideas or questions Make a personal contact Are contacting someone who has expressed a preference for the phone Want to take care of something routine, such as scheduling an appointment Send an e-mail when you: Need information in writing Want to communicate with more than one person at the same time Want to schedule a phone call Plan to review your communications later Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in TABLE C-1: Telephone communication do's and don'ts g Verbal Communication Verbal Communication 51 Want to provide additional information as an attachment guidelines do don't Choose the telephone - Establish or enhance a relationship - Respond to a matter quickly - Avoid a time-consuming cycle of e-mail messages - Use this channel when others prefer it - Don't call when you might interrupt someone - Don't ask someone the answer to a question you can find yourself - Don't set up routine meetings or introduce topics others need time to consider in a phone call Identify yourself and the caller - Use caller ID - Offer your name and affiliation when you answer the phone - Ask for the caller's name and affiliation - - - - Use a positive tone of voice Animate your voice Speak slowly and clearly Moderate the volume of your voice Smile as you speak - Don't answer a business phone with a curt " Yes? " or even " Hello" - Don't chew gum, eat, or drink while you are on the phone - Don't prop the phone between your shoulder and ear - Don't let your voice communicate fatigue,

discouragement, or aloofness - Don't turn away from the phone while talking-doing so changes the volume on the receiver's end Use oral, not visual, cues Consider technology - Take advantage of advances in telephone technology - Don't assume your contact has the same technology that you do

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5/4/09 11: 08 PM Page 52 UNIT C Verbal Communication Placing Telephone Calls

Placing a telephone call involves accessing a dial tone, entering the phone number of the person you want to contact, waiting while the recipient's telephone rings, and greeting the person who answers. Unless your recipients are expecting your call, consider that you might be interrupting them and disrupting their work. Respect other people's time when using the telephone by planning an agenda for the call, providing information when you introduce yourself, and conducting the call with efficiency. Table C-2 lists the do's and don'ts for placing telephone calls. You are preparing to call Carly Allbright, who represents SouthWest Insurance, a corporate customer of Quest Specialty Travel, to verify upcoming travel plans. Nancy McDonald discusses how you and the other customer service representatives should place telephone calls productively, as shown in Figure C-2.

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in QUICK TIP ESSENTIAL ELEMENTS 1. Organize your call before you make it Timing is important. Avoid calling during the lunch hour or at closing time. When you call someone for business, respect their time and act efficiently. You should know the purpose of your call and what you need to accomplish before dialing. Create a brief agenda for yourself. If you have several questions to ask or topics to discuss, write them down so you do not lose focus. Because

misdialing numbers creates unnecessary interruptions, take care to look at your keypad and double check the phone number as you enter it. If you accidentally misdial, politely apologize and explain that you have the wrong number. Simply hanging up is not only impolite, but can alarm the person answering the call. When placing calls, let the phone ring at least six times before hanging up. If the person you are calling is not at their desk, they might be nearby. It is frustrating to run for a telephone call and hear a dial tone when you answer it. Unless you are calling a close friend who recognizes your voice, start every telephone call with a greeting followed by your name and the name of your organization. If your call is answered by a receptionist or someone else, ask for the person you want to speak to by name. For example, " Hello, this is Eric Jameson with Quest Specialty Travel. May I please speak with Carly Allbright? " Unsolicited business calls are not occasions to make light conversation as you would with friends. Follow your introduction with a short explanation of why you are calling. Ask if this is a convenient time for your recipient. If not, arrange a time to call back. If you initiate a telephone call, you are responsible for concluding it. Keep business calls short and listen carefully for signals suggesting that the other person wants to end the conversation. Thank people for taking the time to speak with you and for any help they have provided. 2. Dial calls carefully 3. Let the telephone ring 4. Introduce yourself immediately QUICK TIP Exchanging pleasantries is acceptable if you know the person you are calling. However, don't overdo it. 5. Follow up with the purpose of your call QUICK TIP Repeat important numbers, figures, and addresses to make certain they are understood. 6. Conclude your calls promptly YOU TRY IT 1. Use a word

processor such as Microsoft Office Word to open the file C-1. doc provided with your Data Files, and save it as Place Calls. doc in the location where you store your Data Files 2. Read the contents of Place Calls. doc, which describe a phone call with a customer 3. Reorganize the phone call according to the guidelines in this lesson 4. Save and close Place Calls. doc, then submit it to your instructor as requested

Verbal Communication 52 Developing Professional Telephone Skills g 9781439041130\_UnitC\_pp2. qxd 5/4/09 11:

08 PM Page 53 FIGURE C-2: Placing a phone call to a Quest customer

Organize topics Dial number and let it ring " Hello, this is Dr. Wong's office. "

" Excuse me, I dialed the wrong number. " Pr op er N ty ot o Fo f C r R en ep

ga ro ge du L ct ea io rn n in Phone call is transferred " Hello, this is Carly

Allbright. " " Hi, Carly. This is Eric Jameson with Quest Specialty Travel. Do

you have a minute to discuss your upcoming trip? " TABLE C-2: Placing

phone calls do's and don'ts g Verbal Communication Verbal Communication

53 Redial and let it ring " Hello, SouthWest Insurance. How may I help you? "

" Hello, this is Eric Jameson with Quest Specialty Travel. I'd like to speak to

Carly Allbright. " element Planning do don't - Create a brief agenda - List

questions or topics you want to cover - Dial calls carefully - If you misdial,

apologize and explain you reached the wrong number - Don't lose focus or

the thread of the conversation - Don't overlook the purpose or audience of

your call - Don't call when it might be inconvenient for your recipient - Don't

dial while you are distracted with other matters - Don't hang up without

apologizing if you dial the wrong number Dialing Ringing Let the phone ring

at least six times Don't hang up prematurely Introducing yourself - Start by

announcing yourself by name and affiliation - Ask for the person you want to



talk to by name - Don't assume your recipient will recognize your voice - Don't fail to identify yourself if you are answering the phone for someone else - Don't assume that because someone picks up the phone that they are not otherwise occupied - Don't exchange pleasantries or chat during an unsolicited business call - Don't interrupt or talk over the other person after you've fulfilled the purpose of your call - Don't forget to thank people for taking time to speak with you

Explaining the purpose of your call - Explain why you are calling - Ask if this is a convenient time for your recipient

Concluding - If you placed the call, take responsibility for ending it - Listen for signals that the other person wants to end the conversation

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The way you answer your telephone creates an immediate impression, especially if it is your first contact with the caller. When answering the phone in the workplace, identify yourself to let callers know who they reached, establish a friendly tone for the conversation, and be responsive in general. Table C-3 summarizes the do's and don'ts for receiving telephone calls. During the course of your day as a customer service representative at Quest Specialty Travel, you answer dozens of phone calls. Nancy McDonald asks you to advise the new customer service representatives about how to receive telephone calls.

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n

in QUICK TIP 1. Answer promptly with an appropriate greeting In the early days of the telephone, it was customary to greet your caller with the words " Ahoy-hoy. " A good rule of thumb is to answer your phone within three rings if possible. If your caller hangs up prematurely, you might miss an important

call. Greet the caller with " Hello, " " Good morning, " or " Good afternoon" as appropriate. Answering with short expressions such as " Yes?, " " Uh-huh, " or your last name sounds uninviting and makes the caller think you are otherwise occupied. Answer all of your calls as pleasantly and professionally as you can. Follow your greeting by introducing yourself with your first and last names and the name of your organization or department. If most of your calls come from people outside of your company, start with the name of the organization. For example, " Thank you for calling Quest Specialty Travel. This is Eric Jameson. How may I help you? " If most of your calls come from within the organization, use the name of your department: " This is Eric Jameson, Customer Service Department. " It is discouraging and unproductive to have a conversation with someone who is checking e-mail, reading the newspaper, or is otherwise distracted. When you speak on the phone, focus your attention on the caller. Sit up in your chair and turn away from your work and computer when listening and talking. Doing this helps you sound respectful and responsive to your caller. Do not chew gum, eat, or drink when talking on the telephone. Because the microphones in handsets and cell phones are sensitive, your caller will clearly hear the sounds that you are making. Remove any chewing gum or swallow food that you are eating before answering a telephone call. See Figure C-3. If someone calls at an inconvenient time, let them know and offer to call back later. If you are especially busy or having an important meeting with someone, mute your ringer and let the call transfer to voice mail. Be sure to check these messages when your schedule permits. QUICK TIP 2. Introduce yourself If you work in a small organization, omit the name of your department. 3.

Focus on your caller 4. Be prepared to talk 5. Don't let the telephone interrupt you YOU TRY IT 1. Use a word processor such as Microsoft Office Word to open the file C-2. doc provided with your Data Files, and save it as Answering. doc in the location where you store your Data Files 2. Read the contents of Answering. doc, which describe a phone call 3. After reading the description, revise the order and content of the call 4. Save and close Answering. doc, then submit it to your instructor as requested Verbal Communication 54 Developing Professional Telephone Skills g ESSENTIAL ELEMENTS 9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 55

FIGURE C-3: Be prepared to talk when you answer the phone Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in TABLE C-3: Receiving phone calls do's and don'ts g Verbal Communication element Answering Greeting do don't Answer promptly, such as within three rings Don't risk missing an important call Start with a standard greeting such as " Hello, " " Good morning, " or " Good afternoon" - Focus on the caller - Sit up in your chair and turn away from your desk and computer - If you receive a call at an inconvenient time, offer to call back later Don't use expressions such as " Yes? ", " Uh-huh, " or your last name - Don't check your e-mail or do something else that distracts you from the call - Don't answer the phone with anything in your mouth - Don't let a phone call interrupt you Talking and listening Text message etiquette If you use a cell phone, chances are you send and receive more text messages than phone calls, according to a 2008 Nielsen Mobile survey. During the period of the survey, U. S. mobile subscribers sent and received an average of 357 text messages per month, while they made and received 204 phone calls. Teens send and receive

about 1, 700 text messages a month, which would significantly increase text messaging if they take the habit into their professional lives. Because of this growing popularity, be aware of the following etiquette guidelines for sending and receiving text messages in the workplace:

- Set your cell phone to vibrate: To avoid interrupting colleagues, set your phone to vibrate when receiving text messages. If you are receiving only personal messages, it is better to turn off the phone completely.
- Text at work only for work purposes: Exchanging text messages can be an effective way to keep in touch with colleagues, but avoid doing so when you have other professional responsibilities.
- Keep messages short: Text messages are designed to be short and informal. Send longer messages via e-mail or cover a more formal topic in a phone call.
- Avoid slangy shorthand: Unless you're a teen writing personal messages, avoid using shorthand, which is far too informal in professional communication.

Source: Reardon, Marguerite, " Americans Text More Than They Talk, " CNET News, <http://news.cnet.com>, September 22, 2008.

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Communication Using Voice Mail People expect someone to answer the telephone when they call during normal business hours. However, it is unreasonable to expect that you will always be at your desk. Some companies employ receptionists to answer calls for people in the organization. More often, businesses use answering machines and voice-mail systems to accept messages when you are unavailable. Voice-mail systems connect telephones to computers that store messages. They play a prerecorded announcement to callers and allow them to record a short

message. When setting up and using a voice-mail system, be aware of the following guidelines to improve your caller's experience. Table C-4 also lists the do's and don'ts for using voice mail. Each Quest Specialty Travel employee has a voice-mail account so that callers can leave messages. Nancy McDonald reviews Quest policies for setting up and using the voice-mail system.

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in

ESSENTIAL ELEMENTS 1. Record your own message QUICK TIP Record a personal greeting for your answering machine or voice-mail system. Avoid having someone else create a greeting for you or using the default recording. Because voice mail is an impersonal technology, using a voice other than your own makes voice mail even less personal. Callers want to leave a message without having to listen to a lengthy announcement. When setting up your voice mail, record a concise, direct outgoing message. Start with your name so that callers know they have reached the right number. Follow this by outlining the steps callers should follow, such as leaving their name, phone number to use when returning the call, best time to return the call, and a short message explaining the reason for the call. Figure C-4 shows examples of outgoing messages. When you are in the office, but might be away from the phone from time to time, use a general message for your voice mail. Do not include a specific date in your announcement or other information that will quickly become obsolete. However, if your company requires messages to include dates or details, be sure to update your message each morning. Return calls within 24 hours under normal circumstances. In your outgoing message, let your callers know if you will be out of the office for more than a day. Start your outgoing message with a

brief explanation and indicate when you expect to be back, as in, " I will be out of the office at a training session until June third. " If possible, suggest that your callers contact someone else in your office for assistance. Check your voice mail regularly—at least once each day. Keep track of new messages and return them promptly. If you cannot respond within one business day, send the caller an e-mail message or make a quick call to let them know that you will be delayed. Keep your inbox clean and organized. Reply to, forward, or delete messages immediately when you check them. Only save messages when you know you will need them in the future. Unnecessary messages make it difficult to browse and locate information that you need.

2. Keep your outgoing message short Write and print your message so you can practice a few times before recording it. 3. Use a generic message for daily use QUICK TIP Make arrangements ahead of time if you refer callers to someone else. 4. Add detail if you will be away for more than 24 hours QUICK TIP 5. Check and return calls daily If the other person is busy when you return calls, ask for a time when you should call back. 6. Maintain your voice-mail inbox YOU TRY IT 1. Use a word processor such as Microsoft Office Word to open the file C-3. doc provided with your Data Files, and save it as Voice Mail. doc in the location where you store your Data Files

2. Read the contents of Voice Mail. doc, which describe an outgoing message

3. Revise the outgoing message so that it follows the guidelines in this lesson

4. Save and close Voice Mail. doc, then submit it to your instructor as requested

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FIGURE C-4: Examples of outgoing messages Productive outgoing messages: " Hello.

You have reached the voice mail of Eric Jameson, customer service representative for Quest Specialty Travel. " " Please leave your name and the purpose of your call. Let me know when I should return your call and where I can reach you. " " Today is Monday and I'm out of the office at a company meeting. Please leave a message and I'll call you tomorrow. "

Flawed outgoing messages: " You've reached Eric. When you hear the beep, you know what to do. " " I can't get to the phone right now. Try again later. " " I'm either away from my desk or on the phone. Leave a message and I'll call you back when I can. "

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct  
ea io rn n in TABLE C-4: Using voice mail do's and don'ts g Verbal

Communication Verbal Communication 57 element do - - - - don't Outgoing message Record a personal greeting Keep the message concise and direct Start with your name Outline the steps callers should follow when leaving a message - Use a general message for daily purposes - Let callers know if you will be out of the office for more than a day - Suggest callers contact someone else in your office - Check new messages regularly - Respond to messages promptly - Don't use the standard greeting that ships with voice-mail systems - Don't let someone else record the outgoing message - Don't include unnecessary information or state the obvious, as in " I'm not available to take your call" - Don't mention specific dates for generic outgoing messages - Don't wait for more than one business day to return a call - Don't lose track of when you receive messages Returning calls

Developing Professional Telephone Skills 9781439041130\_UnitC\_pp2. qxd

5/4/09 11: 08 PM Page 58 UNIT C Verbal Communication Leaving Professional Messages When you place telephone calls, you are frequently connected to a

voice-mail system. The person you are calling might be out of the office, on another line, or out of range of their cellular carrier's service area. When this happens, you can leave a message for the person you are calling. Leaving a professional message increases the likelihood that your call will be listened to and returned in a timely manner. Table C-5 summarizes the do's and don'ts for leaving messages. When you call Quest customers and vendors, you often need to leave a message. Nancy McDonald asks you to describe messages that customers and vendors are most likely to return, as shown in Figure C-5.

**Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in**

**ESSENTIAL ELEMENTS**

1. Speak slowly and clearly
2. Leave your name and telephone number
3. Make it easy for the other person to write down your message

**QUICK TIP** Cover a single idea or topic in your message. Voice-mail systems convert your voice into a digital signal. Older answering machines record your message onto audio tape. Both approaches tend to suffer from low fidelity. Make it easy for people to hear and understand your message by speaking directly into your handset and enunciating your words. To increase the chances that your call will be returned, start and conclude your message by leaving your name and number. People usually review their voice-mail messages at one time and take notes as they do. Make it easy for the other person to write down the information that you want them to remember. In particular, state your name clearly and spell your last name. Articulate each digit of your phone number and repeat it. This gives the recipient time to correctly write down your details. Don't subject the people you call to a lengthy or complicated message. Many voice-mail systems stop recording after a certain amount of time, often without warning. Keep all of your



messages short and direct to ensure that they are received and understood. Some voice-mail systems automatically include the time and date of your message, but not all do. It is courteous to briefly mention the date and time of your call and to suggest a good time to call you back. Use basic courtesy when leaving a voice-mail message. Do not indicate that you are frustrated or upset that no one was able to answer your call. Use expressions such as "please" and "thank you" when appropriate. Your recipient is more likely to return a polite call than an angry one.

4. Keep your messages short

QUICK TIP 5. Include the date and time that you called

Mention specific times. "Call me at 2 P. M." is better than "Call me in a couple of hours."

6. Use basic courtesy

YOU TRY IT 1. Use a word processor such as Microsoft Office Word to open the file C-4. doc provided with your Data Files, and save it as Voice Message. doc in the location where you store your Data Files

2. Read the contents of Voice Message. doc, which describe a voice message

3. Revise the message so that it follows the guidelines in this lesson

4. Save and close Voice Message. doc, then submit it to your instructor as requested

Verbal Communication 58 Developing Professional Telephone Skills g

9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 59 FIGURE C-5:

Examples of messages

Effective message: "This is Eric Jameson from Quest Specialty Travel at 619-555-1223. I have found a way to arrange the tour that you wanted. Please call me anytime before 5 p. m. Thank you."

Flawed messages: "I'm calling to follow-up on our conversation. Call me when you can. This is Eric at Quest." "The reason for my call is that I'd like to see if you need further information about the matter we discussed..." "Eric at Quest 619-555-1223. Call me back."

ge du L ct ea io rn n in TABLE C-5: Leaving messages do's and don'ts g  
Verbal Communication Verbal Communication 59 element Style do don't -  
Speak slowly and clearly - Give your recipient time to write down your name  
and phone number - Don't rush your name and phone number - Don't force  
people to play back your message to hear essential details Content - Provide  
your name and phone number at the beginning and end of the message -  
Include the date and time that you called - Keep it short-15 to 40 seconds is  
long enough - Don't assume your recipient has your phone number - Don't  
leave a long or complex message - Don't assume the system will record the  
date and time of your call - Don't reveal your frustration at having to leave a  
message Instant interruptions Phone calls, e-mail, instant messages, and  
face-to-face conversations- all are contributing to an epidemic of  
interruptions. According to a study conducted in 2005, workers spend an  
average of only 11 minutes on a task before they are interrupted, and most  
interruptions (57%) are unrelated to their current task. For managers, the  
interruptions are more constant. They can expect an average of only three  
minutes of uninterrupted work on any one task before being interrupted by  
e-mail, instant message, phone call, co-worker, or other distraction. Tim  
McClintock of Global Knowledge Training offers the following time-  
management strategies for managing interruptions: - Reduce interruptions:  
Screen your calls or close your office door when you need to focus on work.  
Don't let e-mail interrupt you-respond to messages when you are ready for  
them. Try checking e-mail only two or three times a day. If you do need to  
communicate with others, use the telephone instead of face-to-face  
meetings. - Take advantage of telephone technology: Instead of answering

all your phone calls, forward the calls to voice mail and then return them when you are free. Recording an outgoing announcement that lets people know when to expect to hear from you. Let coworkers know when you are concentrating on a project and prefer not to be interrupted. - Anticipate interruptions: If you find more than one colleague asking you for the same information, anticipate their needs and provide the information in an accessible place. Sources: Mark, Gloria and Gonzalez, V., " No task last behind? Examining the nature of fragmented work, " <http://portal.acm.org/citation.cfm?id=1055017>; McClintock, Tim, " Disrupt the Interrupters, " [www.globalknowledge.com/training](http://www.globalknowledge.com/training), accessed March 18, 2009. Developing Professional Telephone Skills 9781439041130\_UnitC\_pp2.qxd 5/4/09 11: 08 PM Page 60 UNIT C Verbal Communication Taking Calls for Other People On occasion you probably answer calls for someone else in your office. This may be a routine part of your job, or you might help answer phones as the need arises. In either case, remember that you are representing someone else and have an obligation to handle the call as professionally as you can. Table C-6 lists the do's and don'ts for answering calls for other people. You often answer the phone for other customer service representatives and tour assistants when they are away from their desks. As you meet with the new customer service representatives, Nancy McDonald asks you to provide tips for taking calls for other people. Proper Not of of C r R en ep ga ro ge du L ct ea io rn n in QUICK TIP ESSENTIAL ELEMENTS 1. Let the caller know who you are Not disclosing who you are can confuse callers and make them uncomfortable. When answering for someone else, greet the caller by providing the name of the person you are answering for, and then identify

yourself. For example, " Nancy McDonald's office, this is Eric Jameson, how may I help you? " lets the caller know they've dialed the correct number and that someone else is taking a message. Callers sometimes ask you for information about the person that they want to contact, such as " Do you know where are they? " and " When will they return? " Unless you are directed to share this information, avoid disclosing details, especially if they are confidential. The proper responses to such questions are that the person is not available, away from their desk, or out of the office. When taking messages for colleagues or superiors, they are relying on you to collect accurate information. Write down messages using a standard format instead of relying on memory. Ask for the correct spelling of each caller's name. Repeat the phone number and other details to ensure that you recorded them correctly. Organize the messages to make it easy for your colleague or superior to return the calls. Avoid overloading others with too many messages, and give the messages to the recipient as soon as they arrive. See Figure C-6. If callers are contacting your colleague or superior to resolve a problem, they might try to involve you in the matter. However, it is not appropriate for you to step into a problem that concerns another person. In this case, avoid suggesting that the caller contact someone else in the organization. Politely indicate that you would be happy to take their name, telephone number, and a brief message, and let your colleague or superior continue to resolve the problem. Avoid offering trite excuses such as, " He is in a meeting" or " She is in a conference. " Instead of risking having callers doubt your sincerity, simply indicate that your colleague or superior is unavailable. 2. Avoid sharing details QUICK TIP 3. Take accurate messages

Write messages on a preprinted form or pad so they are easy to read. 4. Keep the conversation brief and focused 5. Avoid the "in a meeting" excuse YOU TRY IT 1. Use a word processor such as Microsoft Office Word to open the file C-5. doc provided with your Data Files, and save it as Message. doc in the location where you store your Data Files 2. Read the contents of Message. doc, which describe a scenario where you need to take a message for someone else 3. Revise the conversation to follow the guidelines in this lesson 4. Save and close Message. doc, then submit it to your instructor as requested

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FIGURE C-6: Taking messages for others

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in TABLE C-6: Taking calls do's and don'ts g Verbal Communication element Greeting do don't Greet the caller by providing the name of the person you are answering for and your name Don't pretend to be the person you are answering for or fail to identify yourself Message - Write down messages following a standard format - Verify the phone number and name - Provide messages to others as soon as they return - Don't provide unauthorized details - Don't rely on memory - Don't step in and offer to try to resolve an ongoing problem - Don't offer trite excuses

Crucial conversations On her FlatWorld Knowledge Web site (www.flatworldknowledge.com), Talya Bauer identifies conversations such as asking for a raise or promoting a project as crucial conversations, where the stakes and emotions are high. She lists 10 recommendations for improving the quality of your conversations, especially crucial ones: 1. Be the first to say hello: Introduce yourself to others, clearly pronouncing your name so

everyone catches it. 2. Use names: Listen for the names of your conversation partners and use them when addressing others. 3. Think before you speak: Instead of speaking quickly to fill pauses, take time to think instead of blundering into a mistake. 4. Be receptive to new ideas: If you disagree with an idea, learn more about it. Say, " That's interesting, " instead of " I don't agree. " 5. Listen: Listen as much as you speak, if not more. 6. Ask questions: Draw others out as necessary by asking thoughtful questions. 7. Make eye contact: Show others that you are engaged and focused on what they are saying. 8. Repeat or paraphrase: In your own words, repeat what others say to make sure you understand. 9. Keep it brief: Instead of monopolizing someone's time, leave them feeling that another conversation with you would be interesting and productive. 10. Be prepared: Before a crucial conversation, anticipate what others might say or ask. Prepare questions and facts ahead of time. Source: Bauer, T., Organizational Behavior. Retrieved March 17, 2009 from [www.flatworldknowledge.com/node/1450](http://www.flatworldknowledge.com/node/1450).

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62 UNIT C Verbal Communication Screening, Holding, and Transferring Calls

When working in an organization, you frequently handle calls that need to be routed to someone else. Even if a caller contacts you directly, another person in the company might be able to help them more than you can. In many instances, you can simply transfer the call to the intended person. In other cases, you might need to restrict transfers to certain callers and take messages from others. This process is called screening and is frequently used to avoid interrupting busy people. In both cases, you put the caller on

hold, which is a way to suspend your connection without hanging up. Table C-7 lists the do's and don'ts for handling phone calls. Figure C-7 summarizes the process of answering, screening, transferring, and holding phone calls. Nancy McDonald asks you to explain how to screen, transfer, and hold phone calls without frustrating people who contact Quest Specialty Travel by phone.

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in ESSENTIAL ELEMENTS 1. Put callers on hold when you leave the line 2. Ask before holding QUICK TIP Some phone systems beep every 30 seconds or so while someone is on hold. Use the hold feature on your telephone when you need to move away from the telephone receiver. Do not set the receiver down on your desk or cover the mouthpiece with your hand while you are talking to someone else. Telephone receivers amplify the noise, meaning the sound could be uncomfortable to the caller or the conversation audible anyway. If you abruptly put someone on hold, they might think that you've hung up on them. Instead, ask if they want to hold. Wait for their answer and respect their wishes. If they do not want to be put on hold, offer to take a message instead. When you place a caller on hold, check back with them every 30 seconds. Thank them for holding and provide them with your best estimate for how much longer they will have to wait. Each time you check the caller, offer them another opportunity to leave a message instead of staying on hold. If a caller needs to speak with someone else, ask them if they want to be transferred. If they agree, ask for their telephone number in case they are disconnected in the process. Tell them who you are transferring them to. If a transfer is unsuccessful, call them back immediately and try to reconnect them to the person they requested. If you are screening calls for a colleague

or superior, be sure you do not create the impression that your coworker does not want to take someone's call. When a caller asks for a coworker, indicate that your coworker is unavailable, and then ask for the caller's name and nature of the call. Take a message if the call is not to be transferred. If you do transfer the call, explain that you will try to reach the recipient. 3. Check on callers frequently QUICK TIP 4. Transfer calls carefully If your phone system supports it, announce the caller to your colleague before you complete the transfer. 5. Screen calls courteously YOU TRY IT 1. Use a word processor such as Microsoft Office Word to open the file C-6. doc provided with your Data Files, and save it as Screen. doc in the location where you store your Data Files 2. Read the contents of Screen. doc, which describe a scenario with a caller 3. Write what you would say and do differently, according to the guidelines in this lesson 4. Save and close Screen. doc, then submit it to your instructor as requested Verbal Communication 62

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 5/4/09 11: 08 PM Page 63 FIGURE C-7: Handling phone calls Transfer Phone  
 call Answer call Message Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct  
 ea io rn n in Hold TABLE C-7: Handling phone calls do's and don'ts g Verbal  
 Communication element Transfer do don't - Ask callers if they want to be  
 transferred - Request their phone number in case they are disconnected -  
 Don't transfer a caller without warning - Don't transfer a caller unless you  
 identify who might answer the phone by name - Don't make it obvious that  
 you are screening calls - Don't transfer screened calls unless your colleague  
 or superior requests it Screen - Simply state your colleague or superior is  
 unavailable - Ask for the caller's name and the nature of their call - Take a



message if you are instructed not to transfer any calls Hold - Use the hold feature when you need to move away from the phone - Ask callers if they want to hold while you perform another task - Check frequently with callers on hold - Don't set the telephone receiver down on a hard surface or cover the mouthpiece with your hand - Don't put someone on hold abruptly - Don't put or leave someone on hold if they prefer to leave a message Developing Professional Telephone Skills Verbal Communication 63

9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 64 UNIT C Verbal Communication Developing Cell Phone Etiquette Estimates by the United Nations suggest that over 4 billion people subscribe to cellular telephone service. Some industrialized nations have more cell phones than people. Because cell phones let you accept and make phone calls nearly anywhere, they demand a special set of guidelines so that you use them without disturbing others or distracting yourself. Table C-8 summarizes the do's and don'ts of cell phone etiquette. Quest Specialty Travel recently issued cell phones to its employees, which is especially helpful to its mobile workforce. Nancy McDonald reviews the basics of cell phone etiquette with you and the other customer service representatives. Proper N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in ESSENTIAL ELEMENTS 1. Follow the 10-foot rule 2. Be careful of " cell-yell" 3. Maintain confidentiality in public QUICK TIP A subtle ring tone does not start with a loud or abrupt sound. When speaking on your cell phone, maintain at least 10 feet between you and the nearest person. Even if you are speaking softly, you force others to listen to your conversation when you are closer than 10 feet, and you can become a nuisance. Although microphones are designed to reduce background noise,

some people raise their voice when speaking on a cell phone, which is disruptive to everyone around them. Speak softly when talking on a cell phone. If the other person can't hear you, they usually ask you to speak up. When using a cell phone in public, your conversation is open for all to see and hear. If you need to speak with someone about a private or business matter, maintain confidentiality by finding a private location before making the call. If someone calls you when you are in public, offer to call them back or ask them to hold while you move to another spot. You can set up cell phones to play music, speech, sound effects, and other sounds as a call indicator. If you carry and use a cell phone in your professional role, use a basic, subtle ringtone. A gentle ring or simple tone alert is appropriate. Configure the phone to ring once and use a low volume. Turn off your cell phone before participating in a meeting, attending a class, or starting a job interview. See Figure C-8. If possible, set the phone to vibrate or provide a silent indication that someone is calling. Cell phones must be completely turned off at funerals, weddings, church services, and court proceedings. Also turn off the phone while driving. Talking on a cell phone while driving increases the risk of accidents, even when the driver uses a hands-free device with their cell phone. You are much safer if you pull over and stop your car before using a cell phone. When speaking with someone face to face, it is courteous to give them your full attention. Instead of allowing a ringing phone to interrupt a live conversation, transfer the call to voice mail and return it later.

4. Avoid loud and annoying ringtones QUICK TIP If your phone rings by accident, turn it off. Don't compound the interruption by answering it.

5. Turn off the phone QUICK TIP Don't wear a wireless earpiece

when talking with someone face to face. 6. Don't interrupt live conversations

YOU TRY IT 1. Use a word processor such as Microsoft Office Word to open the file C-7. doc provided with your Data Files, and save it as Cell Phone. doc in the location where you store your Data Files 2. Read the contents of Cell Phone. doc, which describe a scenario involving a cell phone 3. Write what you would say and do differently, according to the guidelines in this lesson 4. Save and close Cell Phone. doc, then submit it to your instructor as requested

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FIGURE C-8: Don't let a cell phone interrupt a meeting Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in TABLE C-8: Cell phone do's and don'ts g

Verbal Communication element Volume do don't - Stay at least 10 feet from others when you are talking on a cell phone in public - Use a standard ringtone that plays at a low volume - Turn off the phone during an interview, meeting, class, or conversation - Don't feel you need to raise your voice when talking on a cell phone - Don't use an unprofessional or loud ringtone - Don't let your cell phone interrupt a professional gathering or face-to-face conversations Conversations - Maintain confidentiality - Set calls to transfer to voice mail when you are having a face-to-face conversation - Turn off the phone while driving - Pull over if you must make a call while driving - Don't discuss private or business matters in public - Don't let cell phone calls interrupt a live conversation - Don't use the cell phone while driving

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UNIT C Verbal Communication Technology @ Work: Voice over Internet Protocol Voice over

Internet Protocol (VoIP) (also called broadband phone) allows you to make phone calls using your high-speed Internet connection. Your voice travels across the Internet as data, similar to e-mail. This means you can make long-distance phone calls for little or no cost. Because VoIP uses the Internet as its medium, it doesn't need to use the equipment provided by traditional phone companies, though those companies do offer VoIP options. To use VoIP, you contract with a VoIP service provider, such as Skype. See Figure C-9. If you work for a business that has a high volume of long-distance calls, VoIP cuts phone expenses significantly. Setting up a VoIP system is generally easier than installing a multiuser phone system. VoIP also has a few disadvantages over traditional phone systems. Because Quest Specialty Travel makes many long-distance phone calls, it is interested to see whether converting to VoIP would save money. Nancy McDonald asks you to investigate the basics of VoIP and to note its advantages and disadvantages.

Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in ESSENTIAL ELEMENTS 1. Decrease long-distance expenses 2. Increase your mobility

QUICK TIP Most VoIP providers charge a monthly rate for their service, without additional charges for long-distance calls. In addition, popular and useful features such as call waiting, caller ID, hold, call forwarding, and multiple ring-to numbers are usually included with VoIP. Because VoIP uses the Internet, your phone number is not based on your physical location. You can make and answer phone calls using the same number no matter where you are. Many VoIP systems include telephony software you can use to send and receive calls with a headset connected to your computer. To do so, you can use a softphone (also called an Internet phone), which is actually

software, not hardware, that you install on a computer so you can make VoIP calls without a special telephone device. For many voice-mail systems, you must retrieve messages from the phone system. Options for storing voice mail can be expensive. With VoIP, however, you can receive voice mail as e-mail messages and store them for later reference without incurring significant extra costs. One disadvantage of VoIP is that a low-quality Internet connection produces low-quality phone connections. Some calls suffer from an echo or a lag at the beginning of a conversation, while others are scratchy and uneven. Connection quality improves if you use special IP phones, which let you connect directly to a network without using a computer. See Figure C-10. Although landlines and cell phones have independent power sources, a VoIP system is connected to the same power source as your computers. If you suffer a power failure that affects your computer network, you can lose your VoIP service.

3. Store voice mail Be sure you test the quality of a VoIP phone by subscribing to a service with a trial period.
4. Consider connection quality QUICK TIP Make sure you have a backup power source or set the VoIP service to forward unanswered calls to a cell phone or landline number.
5. Protect against power failures

YOU TRY IT

1. Open a Web browser such as Microsoft Internet Explorer or Mozilla Firefox, and go to [www.skype.com/business](http://www.skype.com/business)
2. Play the video on this page, and then click the Learn More link to learn about the features and benefits of this VoIP service
3. Write and send an e-mail to your instructor summarizing the pros and cons of using Skype on the job

Verbal Communication 66 Developing Professional Telephone Skills g 9781439041130\_UnitC\_pp2. qxd 5/4/09 11:08 PM Page 67 FIGURE C-9: VoIP service provider Pr op er N ty ot o Fo f C r R

en ep ga ro ge du L ct ea io rn n in FIGURE C-10: Cisco VoIP telephone

Courtesy of SimonInns, <http://en.wikipedia.org/wiki/VoIP> g Verbal

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68 Practice d SOFT SKILLS REVIEW Explore professional telephone

communication. You can complete the Soft Skills Review, Critical Thinking

Questions, Be the Critic exercises and more online. Visit [www.cengage.com/ct/illustrated/softskills](http://www.cengage.com/ct/illustrated/softskills),

select your book, and then click the Companion

Site link. Sign in to access these exercises and submit them to your

instructor. Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in

Place telephone calls. Receive telephone calls. 1. A good rule of thumb is to

answer your phone: a. after the voice-mail system intercepts the call c. only

if you know who is calling b. within six rings d. within three rings 2. Which of

the following should you not do when you receive a phone call? a. Focus on

the caller c. Offer to call back later if the call comes at an b. Turn away from

your desk and computer inconvenient time d. Continue enjoying your snack

1. Before you make a phone call to a colleague, what should you do? a. Send

an e-mail to see if your colleague is free c. Make sure the call is necessary

and appropriate b. Record an outgoing message d. Turn off your cell phone

2. What is telephony? a. Technology for electronically transmitting voice c.

Feature that displays the phone number and across distances sometimes the

name of the caller b. System that lets callers leave messages and store d.

Process of restricting transfers to certain callers them electronically 1. A

good way to organize a phone call before you make it is to: a. learn how to

use the hold feature c. practice speaking quickly b. write down a brief

agenda d. store the phone numbers you need electronically 2. When someone answers the phone, what should you do? a. Assume they recognize your voice c. Start talking about the first item on your agenda b. Announce your name and affiliation d. Explain you don't have much time to talk Use voice mail. 1. What do voice-mail systems do? a. Connect telephones to computers that c. store messages d. b. Send e-mail instead of voice messages 2. When you set up an outgoing message, you should: a. use the standard greeting that ships with the system c. b. not reveal that you will be out of the office for d. a few days Let you accept and make phone calls nearly anywhere Let you make VoIP calls without a special telephone device record a personal greeting assume the caller knows your name Leave professional messages. 1. What should you say if you leave a message for a customer and want them to call you back? a. Entice them with the promise of a discount c. " Please call me" is sufficient b. Suggest a good time to call you d. Mention how many times you've called and left a message Verbal Communication 68 Developing Professional Telephone Skills g

9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 69 2. When you leave a message, you should: a. assume your recipient has your phone number b. leave a long, complex message c. provide your name and phone number d. assume the system will record the date and time of your call Take calls for other people. 1. When answering the phone for a colleague, you should: a. confide details about your colleague's absence c. say your colleague is in a meeting b. get involved with an ongoing problem yourself d. greet the caller by providing your colleague's name and your name 2. Which of the following is not a guideline for taking accurate messages? a. Write the

message in a standard format c. Ask for the correct spelling of each caller's name b. Stick all the messages on your colleague's phone d. Give the messages to your colleague as soon as they arrive  
 Proper N ty ot o Fo f C r  
 R en ep ga ro ge du L ct ea io rn n in Screen, hold, and transfer calls.

Develop cell phone etiquette. Technology @ work: Voice over Internet

Protocol. g Verbal Communication 1. What should you do before putting a caller on hold? a. Ask if they can hold briefly c. Screen the call b. Connect the caller to the voice-mail system d. Let the phone ring six times 2. Under what circumstances can you screen phone calls? a. You need to step away from your desk c. A colleague is using a cell phone b. A busy superior asks you to restrict transfers to d. You think a colleague can better answer the caller's

certain callers question 1. When you are in a public location and need to talk to a coworker on a cell phone about a business matter, what should you do? a. Turn up the volume on the phone so you can hear c. Find a private location before making the call your coworker d. Set the phone to vibrate b.

Set up voice mail to record the call 2. Which of the following should you not do when using a cell phone? a. Stay at least 10 feet from others when you are talking c. Use a standard ringtone that plays at a low volume on a cell phone in public d. Turn off the phone during an interview, meeting, class, or

b. Raise your voice so your words are clear conversation 1. What is Voice over Internet Protocol (VoIP)? a. Technology for making phone calls using a c. Wireless telephone device high-speed Internet connection d. Technology for recording outgoing phone messages b. Web site with voice-recognition software 2. Which of the following is not a benefit of using VoIP? a. Maintain the same phone number c. Can make calls without a telephone b. Can store

the same phone number c. Can make calls without a telephone b. Can store



voice mail as e-mail messages d. Excellent connection quality d. CRITICAL THINKING QUESTIONS 1. You are working on an important project at work that is due first thing tomorrow morning. However, you are having trouble concentrating on the project because you have been interrupted by a number of phone calls. What should you do? 2. One guideline in this unit is to turn off your cell phone when you are having a face-to-face conversation. How realistic is this guideline? Do you agree with it? Developing Professional Telephone Skills Verbal Communication 69 9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 70 Pr op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in d INDEPENDENT CHALLENGE 1 FIGURE C-11 3. A recent study by Andrew Monk at the University of York found that bystanders observing public conversations conducted on cell phones and in person rated the cell phone conversations as more annoying. Predictably, they rated loud conversations as more unfavorable than quieter conversations. They also rated cell phone conversations more negatively than loud conversations. However, even when the volume of cell phone conversations was the same as in face-to-face conversations, study participants said using a cell phone made the conversation more annoying. Why do you think the study found these results? 4. Many businesses receive dozens of phone calls a day from telephone solicitors. Most solicitors offer legitimate products and services, but some do not. How do you think a small business should handle unsolicited sales calls? What about a larger business? 5. Your job involves making service calls on clients all around your city, so your company provides you with a high-end cell phone. Is it acceptable to use the same phone for personal calls? You work in the Customer Service Department at

NorthStar, a four-season resort in eastern Maine. Kelly Mortensen, a supervisor at the resort, asks you to call Doug Wagner, who represents a software company in the northeast. Doug and the staff of the Research and Development Department at the software company have reserved the entire NorthStar resort for a few days of off-site business planning. Figure C-11 shows the agenda for your call. Agenda for Phone Call to Doug Wagner

Greeting	Purpose of call	Verify reservations	Questions	Closing
a.	Use a word processor such as Microsoft Office Word to open the file C-8. doc provided with your Data Files, and save it as Agenda. doc in the location where you store your Data Files.	b.	Review the contents of Agenda. doc.	c.
	On the second page of the document, write out your conversation with Doug Wagner.	d.	Proofread the document carefully to fix any grammar or formatting errors.	e.
	Save and close Agenda. doc, then submit it to your instructor as requested.	d INDEPENDENT CHALLENGE 2		
You work in the Bloomington Health Clinic, a family practice clinic in Bloomington, Indiana. As a patient service representative, you talk to patients and help solve their problems. Your supervisor has created the table shown in Figure C-12 for handling standard types of phone calls from patients.				
a.	Use a word processor such as Microsoft Office Word to open the file C-9. doc provided with your Data Files, and save it as Patient Call. doc in the location where you store your Data Files.	b.	Review the table in the Patient Call document.	
c.	Find a partner to play the part of the patient. The patient is calling to request information about scheduling a physical exam and what to expect.	d.	Meet with your partner and use effective telephone skills to handle the patient's call.	e.
	Switch roles and let your partner play the part of the			

a. Use a word processor such as Microsoft Office Word to open the file C-8. doc provided with your Data Files, and save it as Agenda. doc in the location where you store your Data Files. b. Review the contents of Agenda. doc. c. On the second page of the document, write out your conversation with Doug Wagner. d. Proofread the document carefully to fix any grammar or formatting errors. e. Save and close Agenda. doc, then submit it to your instructor as requested.

d INDEPENDENT CHALLENGE 2

You work in the Bloomington Health Clinic, a family practice clinic in Bloomington, Indiana. As a patient service representative, you talk to patients and help solve their problems. Your supervisor has created the table shown in Figure C-12 for handling standard types of phone calls from patients. a. Use a word processor such as Microsoft Office Word to open the file C-9. doc provided with your Data Files, and save it as Patient Call. doc in the location where you store your Data Files. b. Review the table in the Patient Call document. c. Find a partner to play the part of the patient. The patient is calling to request information about scheduling a physical exam and what to expect. d. Meet with your partner and use effective telephone skills to handle the patient's call. e. Switch roles and let your partner play the part of the

customer service representative who answers the phone. Verbal Communication 70 Developing Professional Telephone Skills g

9781439041130\_UnitC\_pp2. qxd 5/4/09 11: 08 PM Page 71 FIGURE C-12 Pr

op er N ty ot o Fo f C r R en ep ga ro ge du L ct ea io rn n in d REAL LIFE INDEPENDENT CHALLENGE This Real Life Independent Challenge requires an Internet connection. a. b. c. d. e. f. g. g Verbal Communication f. In Patient Call. doc, describe at least two effective techniques your partner used during the conversation and explain why they were effective. g. Close Patient Call. doc then provide it to your instructor. You are preparing for a job search and want to enhance your skills so they are as appealing as possible to a potential employer. Most jobs involve interacting with customers, colleagues, or superiors on the phone. As with other professional skills, you can develop your telephone skills through observation, study, and practice. Using your favorite search engine, search for tips on making and answering professional phone calls. Search for particular telephone skills people in your chosen field of study need to develop. When you receive phone calls from people representing companies, note how they handle the conversation. In a word-processing document, list the telephone skills you want to adopt and those you want to avoid. Proofread the document carefully to fix any grammar or formatting errors. Submit the document to your instructor as requested. Call your instructor and leave a voice-mail message that follows the guidelines in this lesson. The purpose of the call is to let your instructor know that you completed this Independent Challenge. d TEAM CHALLENGE You work for the Global Village, an import/export company specializing in products made from sustainable materials. Everyone at the compa