

Remember these telephone basics

- **Start with enthusiasm.** Use a warm greeting or opening to show that you care about the person you are talking to.
- **Be sure to smile.** The customer can sense a smile even over the phone.
- **Use the right tone of voice.** Depending on the nature of the call, this might range from enthusiasm to concern.
- **Avoid jargon.** The customer shouldn't need to know technical terms or industry buzz-words.
- **Don't get angry, even if the customer is.** Let them vent, ask questions, and show compassion.
- **End with a strong closing.** Even if it's just to offer a sincere "thank you for calling," be sure to end on a positive note.

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