

8 Ways to Make Your Telephone Personality More Attractive



1. May I ask whose calling?

- a. Is it unique?
- b. Is it unexpected?
- c. Does it build pre-call excitement and curiosity?
- d. Does it make the entire office laugh when they hear it over the PA system?

2. Greeting/Answer

- a. Is it short?
- b. Is it simple?
- c. Is it engaging?
- d. Is it memorable?

3. Note Taking

- a. Are you letting callers know you're taking notes?
- b. Are you reading back from your notes to demonstrate listening?
- c. Are you emailing the other person a summary of your notes after the conversation is over?

4. Questions

- a. Are they unexpected?
- b. Are they open-ended?
- c. Are they thought provoking?
- d. Are they the same questions every other person asks?
- e. Do you have a running list of your best questions for each situation?

5. Growing Bigger Ears

- a. Are you listening twice as much as you talk?
- b. Are you only interrupting for clarification or elaboration?
- c. Are you pausing after questions and answers to make space?
- d. Are you being emotional objective, non-judgmental and calm?

6. Before We Go

- a. Did you cover everything?
- b. Did you set the next appointment?
- c. Did you ask if there were any other questions?
- d. Did you give the other person a Call to Action?
- e. Did you make sure you accomplished the objective of your call?

7. Exit Line

- a. Is it memorable?
- b. Is it brand consistent?
- c. Is it boring and expected?
- d. Does it reinforce your value?
- e. Does it leave a lasting impression?

8. Voicemail

- a. Is it fun?
- b. Is it short?
- c. Is it engaging?
- d. Does it deliver value?
- e. Does it encourage callers to share?
- f. Is it just like every other voicemail you've ever heard?

What makes your telephone personality attractive?