



Friday Facts

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Phone Calls and Texting

When it comes to phone calls, neither the caller nor the receiver can rely on non-verbal communication, like body language, to decipher the message. This means it is best practice to follow some phone etiquette. Dexcomm.com, a telephone answering company, says there are 7 P's for conducting business over the phone:

- **Be Prepared.** Your client could email, visit your website, fax, or use your Facebook chat option. So if they are calling, this typically means they are looking for an immediate response.
- **Be Present.** No multitasking during your phone call.
- **Be Polite.** Give them the same respect you would expect if you were making the call.
- **Be Patient.** Dexcomm suggests training your brain to switch to customer service and pleasing the client when that phone rings. Focus solely on the caller, not on your other duties.
- **Be Personable.** Every person you speak to on the phone can have a significant impact on your business. Make a real connection. Use their name, watch the inflections in your voice, respond to questions, and clarify when necessary.
- **Be Professional.** "Your tone of voice, your pitch, the rate at which you speak, your articulation, your pronunciation, and your diction all matter."

- **Be Proactive.** Do what you can to resolve matters. Ease your caller's mind by letting them know that you are taking steps to handle their issue.

When it comes to texting, many of the same communication rules apply:

- Present yourself the way you want to be perceived. Consider your audience and make sure your language is appropriate.
- Make sure your message is clear. Miscommunication can cause conflicts or missed business opportunities.
- Respond promptly. Lack of a timely response can appear to be a lack of caring. If it takes a while before you can respond, offer an apology as soon as you do write back.
- Are symbols and emojis necessary? With friends? Sure. With coworkers, a client, your child's teacher? Maybe not. Remember to be mindful about your audience.
- Keep it concise. The more you text, the more of a message your receiver needs to interpret.

When it comes to quality communication, it may be BEST to start with a little mindfulness. If mindfulness or effective communication are difficult for you, use your free EAP benefits and get some professional coaching.

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