



20 Fast WOW Telephone
Techniques

With Myra Golden

5

ways of Being

Be Welcoming

- Getting conversation off to a great start
- Put a smile in your voice
- Enthusiastically greet customers
- Try not to interrupt customer within first few seconds

Idea #1

Be Knowledgeable

Idea #2

Be Genuine

- Be genuinely interested and attentive
- “Connect” with customers by listening and responding
- Use the person’s name

Idea #3

Be Considerate

- Exchange pleasantries
- Let the caller hang up first
- In general, be friendly and polite

Idea #4

Be Involved

- Have a sense of urgency in your voice
- Try to anticipate un-expressed needs
- Look for ways to create additional value

Idea #5

Which of the 5
Ways of Being do
you **most** need
to improve upon?

Idea 6:
Use pronouns

Probably no single language choice is as effective in making business documents human and personal as well-chosen pronouns.

Franklin Covey Style Guide

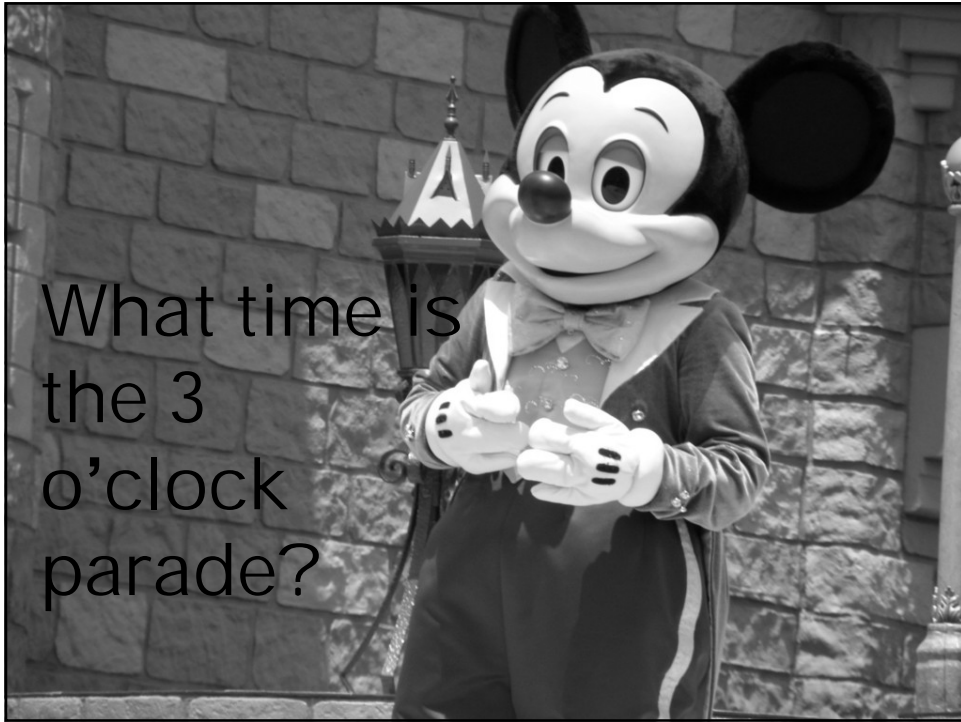
Pronouns You
Should Use In
Your
Conversations

I
Me
My
You
We
Us
Your

Right now set a
goal for
improvement by
just 1 degree.

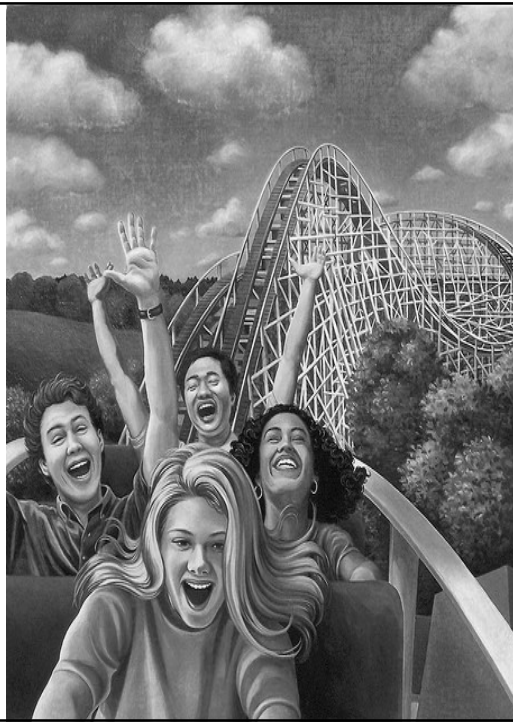
Idea 7

Make customers
feel smart/good –
even when they ask
“silly” questions



Idea 9

Put your voice on a roller coaster!



Don't say anything you wouldn't say to your grandmother

Tip #10

How to WOW a
caller who can't
hear you.

Tip #11

Ideas 12-13

Phone Finesse

Call Handling From

Beginning to End

Putting Callers on Hold

- Get permission
- Explain why
- Give a time frame
- Thank the customer

Tip #12

Sample On-Hold Dialogue

“Tim, may I put you on hold for approximately two minutes while I obtain more information? (wait for response)

Okay, I will be back with you in a minute or two...(45-seconds pass) Thank you for holding. What I have learned is that...”

Transfer Tips

1. Explain why the caller is being transferred
2. Make sure there is someone there to pick up
3. Introduce the caller/nature of call

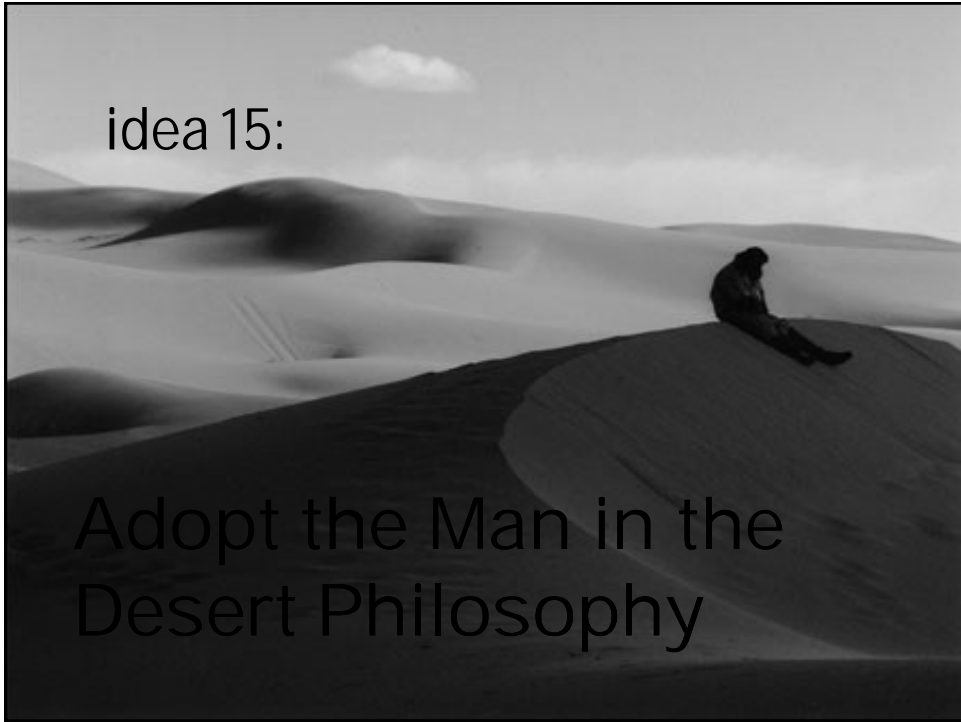
Tip #13

Idea 14

Empathize

AT&T did it well

idea 15:



Adopt the Man in the
Desert Philosophy

idea 16



Give 'em a **Pickle**

Idea 17



Being Gumby...

- **Flexible**
- **Willing to stand on your head**
- **Not getting “bent of shape” for special requests**
- **Always friendly**

Polite Ways to Get Long-Winded Callers to Cut to the Chase

1. Use the Topic Grab approach
2. Apprise of a time limit early
3. Give a minimal response

Tip #18

Idea 19

Acknowledge

Don't challenge



Idea #20...
Surprise & Delight
your customers!

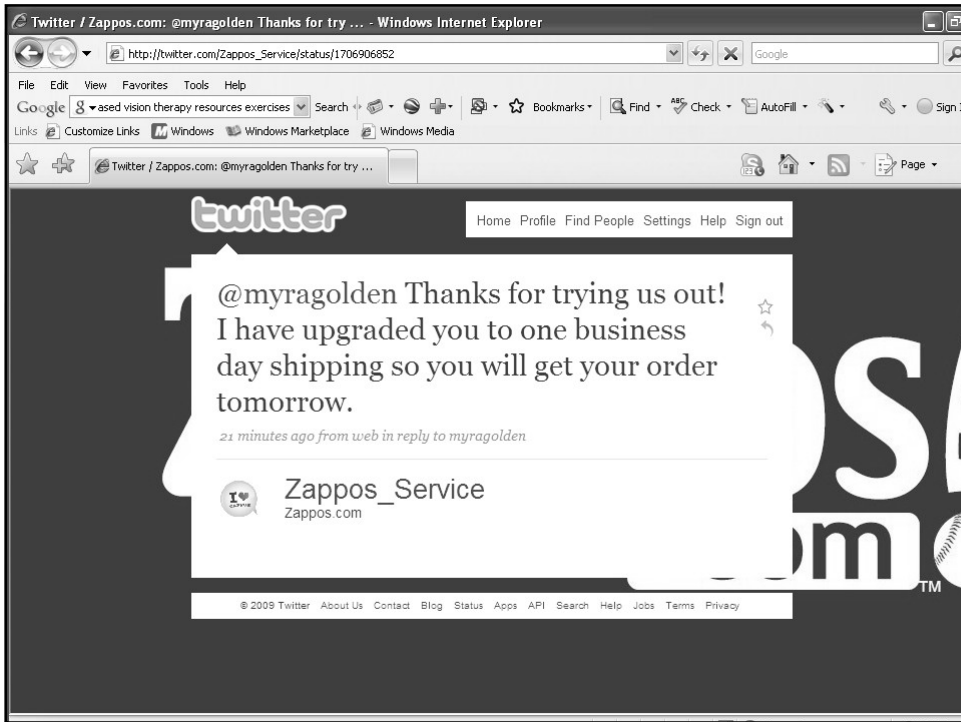
Surprise & delight

- Produces a 'wow' reaction
- Appears spontaneous or unexpected
- It's the personal touch
- Makes customers feel valued
- Is memorable
- Creates a talking point
- Is 'Dramatically Different'

some ideas for surprise & delight

- “Thank you”
- Hand written note
- Express true empathy
- Plus 1
- Follow-up after resolution
- Cards
- Overnight/Priority shipment

**Surprise &
Delight at
Zappos.com**



how might you
delight your
customers?

LISTEN with the intent to understand



Bonus – Idea 20 ½

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Q & A

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