



THE 42 SECRETS OF A SUCCESSFUL TELEPHONE CALL

TALKING ON THE PHONE
COULDN'T BE EASIER
ANYMORE!

ELVIS GHANEM
Customer Service & Communication Expert ■■■

Elvis Ghanem

Customer Service & Communications Expert
Intoact International Managing Partner

intoact
Make the Change Happen ■■■

ABOUT THE AUTHOR



ELVIS GHANEM

**Customer Service & Communications Expert
Intoact International Managing Partner**

Customer Service & Communication Expert, Managing Partner of Intoact with more than 11 years of experience in Customer Relations, Sales, and Communications.

Sharing my story is always a pleasure!

Joining many companies from different fields during my career development made me sometimes feel inconsistent in my career, regardless of the importance of the job position I was occupying. However, this extensive diversity was one of the strengths that helped me put all my skills and years of experience into action, by helping companies building and maintaining a proper customer experience and success.

During my career journey, I was exposed to various industries, worked in the Direct Sales for two years in the banking industry, to five years in telecommunications, helping customers over the phone and in-person to solve their problems, by handling their complaints, responding to their inquiries, in addition to training new recruits on customer service skills and the product knowledge.

Afterward, I enjoyed digging into retail and the fashion world, handling the marketing and communication activities along with training the sales and customer service teams on soft skills programs for better results.

I ended my “employee” journey in the real estate industry, managing the marketing and communication jobs with monitoring the customer journey as well.

Endwise, founding my own training company was my biggest achievement which gave me even more exposure and knowledge to a lot of companies and more industries.

I am currently hiring all my skills and employing the years of knowledge and experience I gained from different fields and areas of business throughout my career journey into helping other businesses transforming knowledge into ready-to-use skills across diverse industries and companies, all by reshaping and building a strong customer-focused strategy and a and clear communication process.

And here I am now, happy and proud of what I have accomplished so far and eager for more positive impacts and changes in people’s and companies' journeys!

TABLE OF CONTENTS



Introduction.....	01
A. Starting The Phone Call.....	04
1. Always Ask For Time To Talk.....	05
2. Be Nice Before You Know Who's Behind The Phone.....	06
3. Picking Up The Phone.....	07
4. Opening The Call.....	08
5. Give the Caller Options.....	08
B. During The Phone Call.....	11
6. What People Usually Hate During A Phone Call.....	11
7. The MIND's.....	13
8. Beware Of Hot Words That Can Pull The Trigger.....	14
9. Hot Words That Should Be Present In All Communication.....	16
10. Ending The Call.....	17
11. Is It Too Technical?.....	18

12. How To Handle Fast Talkers?	20
13. How To Handle Slow Talkers?	21
14. How To Overcome Language Barriers And Difficulties?	24
15. Be Emotionally Intelligent	25
16. Your Attitude On The Phone Is Your Choice	25
17. I Am Too Busy Now, I Can't Help You	26
18. Balance Your Ideas	27
19. The Hook	28
20. Working With Music Or Announcements	30
21. Smooth Communication	32
22. How To Handle Complaints	33
23. Why Are You Calling?	38
24. I And We	40
25. The Hidden Purpose Call	41
26. Yes, No, Good - One Word Answers	44
27. Stay Positive	45
28. Handle Rejections	46
29. Relationship Bonding Through Support Building	47
30. Monitor Your Voice Tone	48
31. Ask Questions	50

32. Empower Your Team For An Excellent Customer Service.....	32
33. Phone Body Language.....	32
34. Handling What You Don't Know.....	33
35. Listen & Do Not Interrupt.....	33
36. Always Have a +1.....	37

C. Ending The Phone Call.....

37. Don't Rush.....	40
38. Give Your Contact Information.....	41
39. Summarize & Next Step.....	42
40. Offer To Help in Another Thing.....	43
41. Last Impression Matters.....	44
42. Appropriate Good Bye.....	45

01. ALWAYS ASK FOR TIME TO TALK

Elvis: Hi Mr. Sam, this is Elvis from Intoact, I want to inform you about our new service, it is a service that provides you with....

Mr. Sam: Stop, I am not interested, I do not have time for this.

The better version:

Elvis: Hi Mr. Sam, this is Elvis from Intoact, do you have a moment to talk?

Mr. Sam: Hey, sure! Tell me.

This sentence is the key for getting customers attention without frustrating them. It is important for all calls, but for cold calls, it is necessary. Without it, you are interrupting.

Be considerate, people time is valuable. Always ask for a time to talk.

No one is sitting there and waiting for a sales person to have a chitchat with. It is rude to call and start talking without taking permission.

If you do not or forget to ask for time to talk, you may be forgotten very quickly.

02. BE NICE BEFORE YOU KNOW WHO'S BEHIND THE PHONE

Each call matters.

Picking up the phone with a friendly tone and behavior will:

- Grab the attention of the new customer and will be impressed with the quality of service and might do business with you, if not immediately, but he will definitely consider you above all other competitors as his convenience
- Maintain a nice relationship with the regular customers
- Preserve the strong connection with the loyal customers and providing them with the same quality of service they are used to

So in all cases, be always friendly before you know who it is behind the phone.



03. PICKING UP THE PHONE

It is so important how you answer the call and secure an adequate atmosphere for your customer.

Giving the first impression of the call says a lot about how the flow of the call will be.

The customer can hear as well the background sound of the room or whatever place you are in, so it is mandatory to assure a calm and decent atmosphere.

You cannot hide a chips bag sound opening in your hands or a phone keyboard typing sound. The customer will hear it, and he will assume from the first seconds of the call that you are not 100% focused with him and giving him your full attention.

If you are making a call, wait until you will be in a quiet private area and then make the call. No one likes to have turbulent noises in their ears.

67%

OF CUSTOMERS HANG UP THE PHONE IN FRUSTRATION WHEN THEY CANNOT REACH A CUSTOMER SERVICE REPRESENTATIVE.

04. OPENING THE CALL

If you are receiving calls:

How to answer? What to say first?

The first 8 seconds of the call are critical and they define the first impression the client will have.

Opening words are the welcoming words you use the minute you pick up the phone and could be the salutation, your name, the company's name or a statement.

It is important to introduce yourself to the person calling.

- "Good morning, this is John talking"
- "Good afternoon Mrs. Long, welcome to "House Invest" (if you already know who is the customer calling you) some systems and CRMs have the information popped up on the screen when the customer calls, it is a nice way to customize the interaction from the beginning between the customer calling and the representative.
- "Hello, Happy Holidays, this is John"
- "Thanks for calling "House Invest", this is John talking, how can I assist you?"
- "House Invest, this is John"

These example words help warm up the conversation and make the caller feel that he is welcomed, without them, your call might sound cold and you might sound rude.