

## Great customer service on the telephone

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### Abstrak

First impressions are often lasting impressions. How customers are treated on the phone can quickly turn them into either an ex-customer or a customer for life. This thorough, quick-reading guide shows anyone who uses the phone -- from salesperson to manager to secretary -- how to treat it as a service tool that directly impacts on company profits. Readers will be able to double their effectiveness when they learn how to: \* handle irate customers \* end those ""endless"" calls \* take meaningful messages \* handle conference calls and transfer calls \* screen calls and ask focused questions \* use the phone during emergencies \* improve their voice effectiveness With worksheets, checklists, and fill-in forms, this desktop primer will inspire fabulous phone service.