



Ways to make telephone conversations work

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A hand holding a red marker is shown underlining the word 'COMMUNICATION' on a whiteboard. The word is written in a bold, red, sans-serif font. The background is a blurred image of a whiteboard with a faint, large, grey outline of a person's head and shoulders. The entire scene is framed by a dark, textured border.

COMMUNICATION



Types of Communication

Verbal Communication

- ✓ Language
- ✓ Speed of speech
- ✓ Pitch, tone

Non verbal communication

- ✓ Gestures
- ✓ Facial expressions
- ✓ Pauses



Benefits of Communication

Face to face Communication

- One on one dialogue
- Possibility to 'guesstimate'

Telephone/Online Communication

- Privacy
- Distance
- Ease of accessibility



Telephone Communication

Ways to turn these
conversations into
opportunities.



Before a call conversation

1. Do you like talking over the phone? Have you heard your own phone voice?
2. Clear your mind of all prejudices before the call.
3. Smile ! It reflects in your voice
4. Write down a short script for the phone conversation. Create an action plan for the call. With outbound calls, you are in charge of the call agenda.
5. Speak clearly and concisely to maintain attention.

Voice Quality

Voice quality is determined by these factors that can be controlled :

1. Energy
2. Rate of speech : Normal rate is 125 words per minute
3. Pitch : Vary the tone and inflection (pitch).

Tips to improve voice quality

Remember to :

1. Drink and keep some water handy.
2. Warm up your voice by humming softly to deepen the sound of voice.
3. Practice pitch control by recording and play acting several calls with or without a partner.
4. Critique your recorded messages and work on the areas that need improvement.





Voice Inflection

There is a boxing day sale in town.

Read this sentence with the following different emotions :

1. Normal
2. Surprise
3. Enthusiasm
4. Secrecy
5. Question



Use of Voice Inflection

Irate Client

- Begin with mild surprise at a problem having occurred.
- Listen to the problem in a subdued and less assertive manner.
- Share a solution in an enthusiastic way.
- Close with an apology and then highlight the solution in an enthusiastic way.

Disinterested Client

- Begin with a subdued but empathetic explanation of who you are, where you are calling from and the reason you are calling.
- Place one or two questions to the client.
- Engage with mild surprise, smile, mild shock as per the answer.
- Proceed with exact solutions for the questions.
- Close with a thanks and highlight the solutions.

Active Listening



“Most people listen with the intent to reply”

Active Listening

During a call, clients will :

1. Make statements
2. Offer objections
3. Ask questions

When you fail to listen, you may :

1. Miss the message
2. Hear only what you want to hear
3. Fail to recognize an opportunity arisen out of the statements, objections or questions.

Steps to active listening

How do we do it?

- Pay attention
- Show that you are listening
- Reflect/ paraphrase what you heard
- Allow speaker to complete.
- Ask open ended and probing questions.
- Respond appropriately

Why do we do it?

- Deeper understanding
- Individualized strategy
- Discover answers
- Greater ownership of decisions
- Better compliance
- Mutually fruitful relationships

“Your programs may not cater to my needs”

- Statement

The new health program launched has individualized counseling services. Would you like to enroll for it?

- ✓ Acknowledge the statement
- ✓ Move the conversation to the next step.

- Objection

Ask probing questions to get to the root cause.

Suggest appropriate alternatives.

- ✓ Acknowledge the grievance
- ✓ Empathize
- ✓ Suggest and proceed to the next step. Avoid losing control of the discussion.

Asking Effective Questions



The wise man doesn't give the right answers, he poses the right questions.



Types of questions

Open ended

- How
- Why
- When
- Who
- What
- Where

Closed ended

- Did
- Can
- Have
- Do
- Is
- Will/would

Food for thought

When do we use open ended and closed ended questions?



The age of Whatsapp !!



What is all the interest about?

- 1 million users access whatsapp daily.
- Recent acquisition by Facebook has changed its no advertising policy.
- Whatsapp Business is being developed as a social media app .

The few changes that have been taken in that direction are:

1. Whatsapp live
2. Ability to delete sent messages
3. Email chats

WhatsApp Business:

- ✓ Business profile including name, location, description, website
- ✓ Business accounts will be verified with a green checkmark
- ✓ There will be simple statistics available (number of sent, received, read msgs)
- ✓ Customers will receive automatic messages when absent (away msg)

Using whatsapp to generate interest

Use whatsapp to generate interest and try to **convert** it into phone conversation.

Utilize the various features of the app :

- Status
- Last seen
- Create videos of less than 6 secs and convert them to GIF format
- Check read receipts and acknowledge esp. in a group.
- Create a personal bookmark. Create a group, delete all participants excepts yourself and then send the msg, links to the group to keep them handy.
- Android users can use third party apps (Parallel Space) to have multiple whatsapp accounts. You can also have a personal and business account.
- It may have landline phone number support.