

Elevate Your “C” Game to an “A” Game— Some Simple Tips for Phone Reps

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“C” rated Phone Reps show up and do their jobs. They handle the customers’ issues and move people through the cue. The difference between being ordinary and extraordinary depends on seven simple tips.

1. “A” rated phone reps **sound friendly and sincere**. They give the impression from the first words out of their mouths to the last that they like their jobs. If you were face-to-face with them, you might see them smiling often.
2. “A” rated phone reps **say “Please” and “Thank You”** often. They preface asking for information, such as the invoice or policy number, with “Please.” When the customer gives the requested information, they say, “Thank You.”
3. Their **interest is in building a relationship with their customers**, rather than completing a transaction. They take the time to develop rapport and learn about the customer on a personal level. Those added minutes make the customer feel special and glad they got this rep on the phone. If a caller has an issue or complaint, they take ownership and apologize for the inconvenience, even if it wasn’t their fault. They intuitively seem to know this is how to protect the relationship.
4. **They know their stuff**. When you ask “A” rated reps a question, they know the answer. They rarely put people on hold to find out information. They have gone to the trouble to educate themselves about the company’s products, even if there are a lot. On the rare occasions, when they don’t know an answer, they ask permission to place the caller on hold or they offer to call back with the requested information in a timely manner.
5. Others would call “A” Rated Phone Reps **great listeners**. They acknowledge and paraphrase what they hear often to make sure they are getting the details correctly. If you were face-to-face with them, you probably would see them taking notes. They don’t interrupt or talk over the person who is calling. They listen intently so that they don’t make a mistake or diagnose a situation too quickly.
6. They **are honest**. They don’t misrepresent a product or service. Their word is very important to them so they would never say a product could do something it couldn’t.
7. Lastly, they **strive to exceed, rather than just meet expectations**. They go the extra mile for their customers. If they have to hand-deliver an order to shipping, they do it. If they have to call a sales person to make an on-time drop-off at a construction site, they do it- all because they want to exceed expectations.

The difference between being a “C” rated phone rep and an “A” rated isn’t enormous. It’s the little things one does that make the difference and cause the customer to remain loyal when so many competitors are available.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our website, [www. ImpactCommunicationsInc.com](http://www.ImpactCommunicationsInc.com).

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