



Great Customer Service on the Telephone

Kristin ANDERSON

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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.

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