

The Phone: The First Impression \$

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This might seem too simple to be important, but it could be the difference between getting a New Potential Customer or "not" getting a New Potential Customer.

Quote:

"We never get a second chance to give a first impression."

Have you ever over-heard someone talking on their cell phone too loud, or rudely, and it makes you cringe?

With so many people using their cell phones as both their business and personal phone, it is very easy to come across as being un-professional.

We seem to have gotten very casual when we answer our phones; but... this could be the first impression we make with a New Potential Customer, especially if it is a cell phone, we use for business and personal.

Remember: When customers perceive a person or business as being professional, they will trust them more, and be willing to pay more for their services and products.



However, I do like the idea of having cell phone numbers of people whom I do business with; because I know, I can get hold of them when I need them, either by calling or by texting. So, giving your clients your cell # is very convenient, but... you still need to keep it professional.

New customers do not want to deal with an answering machine, especially if they have a problem or a question.

When someone calls a place of business, they expect the person who answers the phone to be Cheerful, Professional and Knowledgeable.

I know, I have called businesses when I have been looking for a service or product I needed; and those businesses which did not have a person answering the phone and sent my call directly to a voice mail, I did not do business with them, as I did not feel confident. And, I am sure there are many potential customers just like me.

A little note on customer relations: When you are in your Salon or your place of business, you should not be taking personal phone calls while you are with a customer.

You need to give 100% of your attention to your customer with no distractions, as the customer is paying for your time along with the service or product you are providing.

Here are some very simple "Phone Etiquette Tips" which will help you make a fantastic, professional, first impression:

1. **Have a smile on your face** when you answer the telephone - Your smile shows in your voice, and projects a friendly ready to help attitude.
2. **Answer the telephone by the second or third ring** - Most customers find it annoying, waiting for someone to answer their call. In fact, this might cost you a paying customer.
3. **The best way to answer your cell phone, when using it for personal and for business, is to** answer with a greeting and your name, for example:
"Hello, this is Tammy"
Or...
"Hello, Tammy Speaking"
4. **The best way to answer your cell phone, when using it only for business, is** answer with a greeting, the name of your business, your name and a courtesy, for example:
"Hello, Tammy Taylor Nails, Tammy speaking, how may I help you?"
5. **Always focus on the call-** Try "not" to get distracted by people around you. If someone tries to interrupt you while you are on a call, politely remind them you are on a customer call, and you will be with them as soon as you are finished.
6. **Don't Talk Loudly** - Keep your voice down and do not discuss sensitive matters.
7. **Turn the ringer volume** down or use the vibrate mode.
8. **Keep personal phone calls short** and few - Customers will get irritated when you are taking personal phone calls.
9. **Do not use slang words** or Poor Language.
10. **At the end** of the conversation, **don't just hang up.** End the call with a warm "Thank you for your call."

Many times, it is the **simplest things**, which can make our businesses **more profitable** or **less profitable**. And, I assure you, your New Customers and Your Existing **Customers will really appreciate your phone etiquette**, and it will make a big difference in your business.

*With love,
Tammy Taylor*

Ecclesiastes 7:8

Finishing is better than starting. Patience is better than pride.

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