

# YOUR VOICE ON THE PHONE

When we communicate with someone face to face several things are happening:

- The listener is hearing the voice
- Their eyes are lip-reading
- Their brain is making subconscious decisions based on what they see and hear.

On the phone the important VISUAL aspect of the communication is lost.

## VOICE BECOMES EVERYTHING.

The whole subconscious influence of sound determines:

- Whether you are liked
- Whether you are perceived as knowledgeable
- Whether the company is perceived as trustworthy
- Whether someone is likely to move forward with the enquiry.

## HOW SHOULD YOU SOUND?

- FRIENDLY! - Put a smile on your face
- SENSIBLE – Control the speed of delivery
- EASY TO UNDERSTAND – Speak clearly with real energy and effort
- SINCERE – THINK about the words you are saying. NEVER disconnect.

## LISTEN

Remember that this is a 2-way process

- If the listener believes you are really focusing on their words, they will feel more POSITIVE about the experience.
- BE HUMAN – Sometimes we can become a bit robotic on the phone.
- ENJOY each communication as something UNIQUE