



HOW TO
SPEAK
SO PEOPLE
LISTEN



Grab their
attention and
get your message
heard

MIKE CLAYTON

Speaker's Checklist: Tips for a Telephone Conversation

Before making a Call

- Plan your call. What is your desired outcome? How will you open the conversation? What will you do if you go through to an answerphone?
- Keep a notebook by your phone. Start each call by writing the date and the name of who you are calling, ready to take notes.
- Turn-off your computer or move away from it.
- As you dial, clear your throat. As it is ringing, smile.

Picking up a Call

- As the phone rings, stop what you are doing, and clear your throat.
- Then answer the incoming call promptly, smiling as you pick up the receiver.
- Offer a cheerful welcome, then identify yourself clearly.
- If you know the caller, tell them you are glad they called.
- Move any food or drink out of reach, to avoid temptation.
- Keep a notebook and pens by your phone. As soon as you know who is calling; write the date and the name of who it is, ready to take notes



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During the Call

- If you called; start by checking it is a good time to call and how much time the other person has available.
- Speak slowly and clearly. Be enthusiastic and friendly. Make use of pauses.
- Use the caller's name.
- Consider standing up. It will give you more energy and enable you to be more focused with your time.
- If you sit, sit upright. It will improve your concentration, your voice, and the subtle impression the other person will form.
- Listen hard – resist temptations to interrupt.
- Make notes.
- Offer to spell difficult words. If necessary, use A-alpha, B-bravo, C-charlie to ensure that the other person gets it right.
- Report back names, numbers and addresses, to check you have them correctly.
- Stay courteous and respectful.
- ... which includes not taking other calls!

Ending the Call

- Summarise the conversation and any agreements.
- If appropriate, repeat your name, affiliation and contact details.
- Say goodbye as if you have enjoyed the call and look forward to the next one. Thank them for their time.
- Don't be the first to hang up, unless you have both agreed that there is nothing more to say.

After the Call

- Review and clarify your notes. Add anything that is missing.
- Carry out or schedule any follow-up tasks.