

Call Handling Skills Appropriate Greeting

Importance of an Appropriate Greeting

The beginning of the call sets the tone. New client relationships are won or lost with the initial conversation.

An appropriate greeting builds immediate rapport with the caller. Strong rapport empowers you to break down walls (or objections) the caller may have to setting an appointment.

Also, a standardized greeting creates brand consistency. The company is a brand, and you want to ensure all callers have your brand's experience.

Tone of the Call

The tone of your voice is one of the most important elements of telephone communication.

Choose an upbeat tone when answering a customer call. Smiling while you speak is the easiest way to sound friendly and positive.

Body language is absorbed into the tone of voice, as each gesture affects the way sounds come out of our mouths. So even though the caller cannot see you, they will know if you are smiling.

By sounding friendly and positive, you are using non-verbal cues to let the caller know you are ready and able to help them with their need.

Keep in mind, the prospective customer needs a problem solved, and they will need to have a stranger come into their home to solve it. They want to work with somebody who is warm and empathetic. This starts with the initial call.

Parts of an Appropriate Greeting

A salutation is an important step in your greeting.

This could include a “Hello,” “Good Morning,” or “Good Afternoon.” Part of your salutation should include a thank you; thanking the caller lets them know you appreciate their business and opens the way for you to build rapport.

Make sure to state the name of your office. This lets the caller know they have reached the correct place and also builds into the branding process.

Stating your name makes the call more personable. You are a person and not a faceless corporation. A caller is more willing to explain their situation and hear what you have to say if they think of you as a person rather than some company who just wants to take their money.

A key part of a greeting is to ask how you can help the caller.

This assures the caller that you are there to provide a solution. The question starts a conversation.

Ask the caller how they heard about your business. This identifies a repeat client or a new client. A repeat client means you likely have their contact information already on file; you just need to confirm its accuracy.

Thank repeat clients for reaching out to your business again – a lifetime client is the lifeblood of any successful business.

Appropriate Greeting Checklist

- A proper greeting communicates you are a true professional
- Your voice needs to sound friendly and enthusiastic
- Use a salutation: “hello,” “good morning,” etc.
- Thank the prospect for calling
- State the name of the business
- Give your name
- Ask how you can help the caller
- Ask how the prospect learned of your business

