

TIMES OF INDIA

Edition : BANGALORE

Date : 24 SEP 2001

Sounding right on the phone

**By Ranga Rajah
Times News Network**

BE rude or abrupt with a customer on the phone and he'll simply take his business elsewhere. Firms everywhere are waking up to the importance of sounding right on the telephone. "The right volume and a clear voice are crucial," says Minocher Patel who heads Ecole Solitaire, a finishing school based in Pune. Patel who was in Bangalore to conduct a workshop adds, "Tone is important as is the language you use. For instance, the person making a call should avoid asking 'who is speaking?'"

Some other irritants, according to Patel, are people constantly saying 'yeah, yeah' and 'tell me'. "Once, I returned a call and the lady at the other end asked me, 'Yeah tell me' and I was on the verge of asking 'tell you what?'" says Patel.

What then is the secret of the perfect phone conversation? First, a person should be completely comfortable with self, including

posture. A good command over the language is also important. "The speaker should also know where to pause and how to phrase the sentences. Last but not least, he or she should know the difference between a personal and a professional call."

professional call."

Patel adds that a person receiving or making a call should remember he or she is projecting the image of the company, particularly in corporate and IT companies where 50 per cent of the callers are customers and clients who have not met any representative from the company. "If you

happen to speak rudely, even unknowingly, you may end up losing a client," adds Patel, who has been in this business for the last four years and trained more than 1,000 people all over the country. "India is known as a warm and hospitable country, and if we sound rude while doing business with foreigners it can send the wrong signal," he says.

He adds that with the large presence of the corporate and IT sector in Bangalore there is a lot of scope for phone etiquette and grooming.

