A lot more comes through on the phone than you might think . . . including your mood.

More people have contact with your organization via phone than face-to-face encounters.

- Answering phone:
  - greet
  - identify organization
  - offer service
- Smile (even if they can't see you)
- Know who is in/out; know schedules
- Answer during all business hours
- Answer promptly
- Listen carefully
- Be prepared (to take notes, give information)
- Don't hang out "office laundry"
- Transfer calls properly
- Explain delays
- Don't abandon caller on "hold"
- End calls pleasantly
- Let caller hang up first
- Get message to proper person quickly