



Telephone Skills (Management Shapers)

Patrick Forsyth

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"Telephone Skills" sets out simple principles and techniques to enhance your communication skills and ensure you make a positive impact on the telephone. It provides practical guidance on: taking calls - initial impressions, projecting the right personal and corporate image; making calls - deciding what you want to achieve, establishing rapport and getting your message across; using your voice, intonation and language to best effect; listening attentively and knowing when to take the initiative; diffusing anger and winning over difficult callers; exceeding customer expectations and leaving a lasting impression.

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