



SKILLS

OF

COMMUNICATION

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LEADERSHIP

I always wait 15-20 seconds, when called by telephone solicitors, and then I ask if I may interrupt for a moment. Since they usually keep right on talking, I have to ask several times. When they finally let me talk, I ask: "WHAT WAS I DOING WHEN YOU CALLED?" There is a long perplexed pause. When they say "I don't know" I tell them I was in the shower,.. sound asleep,.. they just woke the baby,.. or something to let them know they **RUDELY INVADED MY PRIVACY**. Just think, of how much you or your company can lose if your first contact with a person is rude. When you have a valid reason to call, follow this 4 POINT OPENING:

GREETING - ASK "PERMISSION TO COME ABOARD!"

Gwen, this is Harvey. Am I interrupting something important or may I have 3 minutes of your time? Is this a good time to call or would you prefer I call you back?.... Always..... Your **FIRST** words.

PURPOSE - PUT "WHOLE COOKIE" ON THE TABLE!

We're asking for a loan of \$500,000 to launch a new program. At the end of this meeting we ask... Your dog fertilized my yard and..

BENEFIT - EXPLAIN WHAT'S "IN IT" FOR THEM.

This air conditioner automatically controls the car environment. You never take your eyes off the road. Your kids ride in safety!

TRANSITION - TURN THE ENTIRE CONVERSATION "OVER TO THE OTHER PERSON."

What do you think about...? How do you see...? May I ask...?

JIM CAMPBELL
Director for Research & Development