

# TELEPHONE SKILLS CHEAT SHEET

**Chris Mullins, The Phone Sales Doctor™**

## **Answer the Phone—No Excuses!**

Most clients, customers or patients are conditioned, and therefore expect, to reach you during office hours, from 8:30 a.m. until about 6 p.m. These hours must be covered by a live person. What about the prospects who call your office during the lunch break? Are you answering the phones during those times? Offices that use their telephones for the main point of entry to their business must focus on their telephone expertise just as much as they do on the technical aspects of what they do and on the time and money they put into lead generation marketing.

But often they don't. Here are 13 top excuses I hear when I ask why your phone isn't being answered by a live person:

- 1) I was with a client/customer/patient, and no one else picked it up. I'm only one person.
- 2) I'm trying to hire a new intake specialist to answer the phone and schedule appointments. I can't hire someone until I get the business owner to tell me to go ahead and put the ad in the paper. That was four days ago ...
- 3) I was in the back taking a break, and I didn't hear the phone.
- 4) I had a doctor's appointment; the person that's scheduled to help me didn't show up yet, but I had to go.
- 5) Everyone is busy with other customers/clients/patients.
- 6) We don't have call forwarding.
- 7) I'm new and just thought someone else would pick it up.
- 8) I had the day off.
- 9) I couldn't get into work because my car wouldn't start.
- 10) I got a call from the daycare and needed to pick up my daughter.
- 11) I had to have lunch; it's my time, and if I don't take it, I don't eat.
- 12) I didn't know how to take the phone off the answering machine from the night before.
- 13) We don't have voice mail. If I'm on the phone and someone else calls, my phone beeps, but sometimes it's hard to take that call because I'm already concentrating on the person I'm speaking to, so hopefully they'll call back.

Don't let these excuses keep you from answering your phone!

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The Telephone Lifeline to Your Business  
[www.GreatBottomLine.com/fixmyphones](http://www.GreatBottomLine.com/fixmyphones)

### **BOOK**

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