



UNIT-6

Using Telephone as a Sales Tool

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Meaning of good telephone manners
- ✓ Telephone etiquette matter in PR/secretarial services
- ✓ Some of the telephone manners or habits that can frustrate the caller

Unit 6

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Telephone Usage

Telephone Manners

Administrative assistants must have a pleasing telephone personality and a well-modulated voice that conveys dignity and courtesy. Because you are not seen by the person at the other end of the line, you are judged and more important, your employer is judged by your telephone manners. Show interest in what is being said. Reply in clear tones, never raising your voice. Be a good listener, and know what the person at the other end of the line is saying to you.

When the telephone rings, answer it as quickly as possible. At all times, have a memo pad and pen near the telephone. If it's necessary to delay for some reason, make a polite request such as, "Please wait a moment while I check the record for you." If you must spend some time finding the desired information, offer to call back. If the caller prefers to stay on the line, put the line on hold rather than setting the telephone receiver down on your desktop.

For the sake of out-of-town visitors who may call to ask directions, keep a map of the area on a nearby wall or in a desk drawer. You can provide extra courtesy by plotting their trip from the airport or freeway.

Taking and Transferring Calls

If there is no switchboard, state the name of your company and your own name when answering an incoming call: "The Brown Company, Ms. Robertson speaking." If the business is large enough to have several departments, and the operator has already answered the call before ringing your extension, state your department and your name: "Accounting Department, Ms. Robertson speaking." If there is no department, and a call is referred to you, give only your name: "Ms. Robertson speaking."

Answering a Colleague's Telephone

When answering a colleague's extension, state the colleague's name and your own: "Ms. Scott's office, Ms. Robertson speaking." If the person called is unavailable, ask if the caller wishes to hold the line, leave a message, or call back. If the preference is to hold, go back on the line at short intervals to explain the delay, asking if the caller wishes to leave a message. (See the next section on taking messages.) If the caller decides to leave a message, be sure that the person called receives the message as soon as he or she returns.

Transferring a Call

If you can take care of the matter yourself, do not transfer the call. If you must transfer the call, first tell the caller: "Mr. Jack Phillips is in charge of insurance, and I am sure he will advise you promptly. I'll transfer you." If the transfer must be made through an operator, always provide full information so that the caller doesn't need to be questioned again: "I have Mr. Black on the line. Please connect him with Mr. Phillips in the insurance department." If the caller has not identified himself, say: "Please transfer this call to Mr. Phillips in the insurance department." If you do not know to whom the call should be directed, advise the caller: "I'll have the proper person call you back in just a few minutes."

Handling Your Boss's Calls

When answering your employer's telephone, you may sometimes discover that the caller's assistant has placed the call. In that case, say: "Thank you. Just a moment, please." Then announce the call. Your boss will pick up the telephone and wait until the person calling is connected. Never ask the administrative assistant who placed the call to put his or her employer on the line first, unless your employer is a high-ranking person requiring special consideration. When one businessperson calls another, both should be treated equally.

When you place a call for your boss, you naturally expect the assistant of the person called to put his or her employer on the line before you connect your own. If you are calling Mr. Fisk, and the assistant answers, say: "Is Mr. Fisk there, please, for Ms. Barrett of the Barrett Company?" If Mr. Fisk's assistant knows the proper response, he or she will put Mr. Fisk on the line. Then you say to your employer: "Mr. Fisk is on the line, Ms. Barrett." If Mr. Fisk's assistant is not cooperative, continue to speak courteously. Return to your boss, and explain that the other administrative assistant insists that Ms. Barrett go on the line before Mr. Fisk will be connected.

Taking Messages

Many companies do not have a central switchboard with an operator or a computerized voice-mail system. In this case, the administrative assistant will be asked to answer incoming calls and place outgoing calls. It's useful for the assistant to keep an accurate written record of both, particularly incoming calls when the employer is not in the office. You should record the caller's name, telephone number, purpose of call, and any message.

When a caller has a message to leave for your employer or another employee, take the message verbatim. Write it exactly as stated, taking time and being patient with the caller. If you don't understand what the caller is saying, ask to have the message repeated. The message may be very important to your employer, and a single word omitted or out of place could make a significant difference in the meaning. If you are unfamiliar with the caller's name, ask for the spelling. Make sure you note whom the message is for.

All office supply stores have telephone message slips to make this record keeping easy. Some message slips come in booklets with carbon copies. The original can be placed on the employer's desk. The copy is maintained in the booklet, perhaps for later use or reference if the original has been destroyed.

A major advantage of using printed telephone message slips rather than blank scraps of paper is that you are more likely to take a complete message by filling in the printed form. A telephone message slip has lines for the name of the person being called, the date and time of the incoming call, the name of the person calling, the name of that person's company or organization (if given), the caller's telephone number, and the message (if any). The last line on the slip is for your initials as the taker of the message. By placing your initials at the end, you will be assuring yourself as well as your employer that the information is complete and accurate.

Screening Calls

Although many employees answer their own telephone, you'll be expected at one time or another to screen your boss's incoming calls. In this case, you become the judge as to whether your boss should be disturbed.

When screening calls, be extremely tactful, so the caller will not be affronted. You want to be able to meet the caller face-to-face the next day without feeling embarrassed about the way you treated him or her over the telephone. A simple question— "May I tell Mr. Jones who's calling?"—should encourage the caller to give a name without hesitation. If the caller refuses, explain that your employer is unable to accept a call without knowing whom it's from, and suggest that a letter be written.

Many callers will ask for your employer by name and will tell you the question they need answered. You then need to confer with your boss to know if screening should be done or if you should put the call put through immediately.

Protecting Your Employer

Don't be overly zealous in trying to "protect" your employer by screening calls when not specifically asked to do so. When a business is just getting under way, for example, many executives welcome all calls and don't want the administrative assistant to screen any potential clients. If that is the case, then simply say to the caller: "Thank you. I will connect you with Mr. Jones." Then, on your intercom telephone, tell Mr. Jones the name of the person calling.

If you answer the telephone for all of the employees in the company, and a caller does not request a specific person, inquire as to the nature of the call, so you can transfer it to the proper department or employee. When you realize what the caller's needs are, you could say: "Ms.

Johnson in our accounting department should be able to assist you with this. I will transfer your call to her.”

Courtesy

All callers should be treated with great respect and a patient tone of voice. If another call comes in while you’re speaking, ask the first caller to hold the line, answer the second call, ask if the second caller can hold for a moment saying you are on another line, and then return to the first caller. Never keep a caller waiting or on hold for any length of time. When you return to the line, thank the caller for holding. Keep in mind that his or her time is valuable.

Never put one line on hold without informing the caller, not even when two or more incoming calls arrive simultaneously, and two or more lines are ringing. Many callers will hang up when this happens, and your employer could very well miss a much-needed business call. You’ve no doubt experienced this yourself as a caller and will always retain negative thoughts concerning that company. Always have the courtesy to say, “Hello. Can you hold a moment, please?” Then wait until the caller answers yes or no. It is frustrating for a caller to be asked, “Can you hold a moment, please?” and then be cut off before he or she has had a chance to say no.

Telephone Etiquette Tips

The following checklist will assist you in practicing good telephone etiquette and performing your telephone answering responsibilities in a professional manner.

1. When you take a call, turn away from your computer, desk, and other work. Don’t allow distractions to take your attention away from the caller.
2. Always have something available to write with.
3. Answer calls by the second or third ring.
4. Smile when you answer your calls. Even though the caller can’t see it, he or she will hear the smile in your voice.
5. Use a “telephone voice” where you control your volume and speed. Speak clearly.
6. Be enthusiastic and respectful.
7. Greet the caller and identify yourself, your business, and your department.
8. Ask the caller, “To whom am I speaking?”
9. Then ask the caller, “How may I help you?”
10. Avoid unnecessary jargon and acronyms in your conversations.
11. Use the caller’s name in your conversation.
12. Practice good listening skills.
13. If there is a problem, be concerned, empathetic, and apologetic.
14. Thank the caller for calling. Ask the caller to call again.

15. Never eat, drink, or chew gum while you are on a call.

Often-Used Numbers

Your employer no doubt will use certain personal telephone numbers regularly. You will soon memorize many of them without effort, but it's useful to keep a short alphabetical list of these numbers close to the telephone for quick consultation. The list might include numbers for the boss's spouse's workplace, the schools his or her children attend, and the stores the boss and his or her family frequent, as well as their country or health clubs and the boss's physician, dentist, mechanic, accountant, and personal friends. Most office telephones can be programmed to dial frequently called numbers automatically, saving you time and effort. Some computers also have this function and can dial frequently used numbers quickly and efficiently.

On any directory that you make up, the telephone numbers opposite each name should contain the area codes. For long-distance numbers, also note the time differences between other cities and your own to avoid disturbing people at awkward times. Some assistants leave their directory fitted beneath the desk blotter or taped to a pull-out shelf of the desk. Others like to keep their desks uncluttered. Still others prefer to keep the boss's personal numbers confidential.

Telephone Companies

Many offices have both a company that provides telephone equipment and a company that provides telephone service. The telephone equipment company is responsible for the functioning of the telephones, fax machines, and computer data lines, as well as voice-mail systems. You should contact the telephone equipment company if you are experiencing problems with the telephone hardware.

Your telephone service provider may include a local service provider and a long-distance provider. For many telephone users, one of the Regional Bell Operating Companies (RBOCs) provides local service. These companies include: Verizon, Ameritech, Qwest, and SBC Communications. In addition, many traditional long-distance companies such as Sprint and AT&T are providing local service. Many traditional cable television companies are also providing local service.

The same confusing mixture of companies also provides long-distance service. Deregulation of telephone services has opened the local service and long-distance markets to anyone and everyone. Normally, your company will select a long-distance provider. Any time you make a long-distance call, the long-distance provider will provide the service and charge your account. You can use special dialing codes to have calls billed to particular long-distance service providers.

Local calls are those that are made within your local calling area. For some callers, this means within your area code; however, there are limitations in some large cities where area codes have been

divided into zones. Some offices now rely on cellular telephones that include nationwide long distance and roaming without additional charges.

Domestic Long-Distance Calls

There are a variety of domestic long-distance services available, ranging from direct dialing to calling cards.

Domestic Direct Dialing

When you are willing to speak with anyone who may answer, dial the number yourself. Charges for the call begin as soon as an answer is heard, including an answering machine. Long-distance calls within your area code are usually dialed as 1 + seven-digit number; however, many telephone service providers now require dialing the area code as well. In fact, in many places, you must dial the area code to make a local call. Long-distance calls outside your area code are dialed as 1 + area code + seven-digit number.

Domestic Operator-Assisted Calls

You will need an operator's assistance if you wish to make a person-to-person call or a collect call, or to bill a call to another telephone number. For calls within your area code, dial 0 + seven-digit number. For long distance calls, dial 0 + area code + seven-digit number.

You can make a person-to-person call when you want to speak only to a specific individual. Charges for a person-to-person call do not begin to accrue until the person called answers. This service is more expensive than a direct-dialed call. To make this call, say to the operator: "I wish to make a person-to-person call to Mr. Sullivan at 212-555-7900."

If you expect the person on the other end to pay for the call, say: "This is a collect call. My name is Miss Scott for the Brown Company." If you are willing to speak to a second person if the first person is unavailable, give this information to the operator before he or she places the call. If you have reason to believe that the person called may be at another telephone number or in another city, explain that as well: "If Mr. Greene is not at 555-1860, please try 555-8430."

When billing a call to a third number, the operator will usually need to confirm the billing by calling the third number and speaking with someone authorized to approve the call. Normally, third-party billing is only necessary when you are traveling and do not have access to a calling card.

Calling Cards

Calling cards are credit cards issued by a telephone company for use in making long-distance calls. To place a call using a calling card, you usually dial a toll-free access number, wait for a computer tone, then enter your calling card number followed by your password, wait for another computer tone or message, then dial the area code + seven-digit number you wish to call.

Calls made on a calling card are billed to your long-distance service provider. Calls are billed by the minute. However, most companies also include a surcharge for each call you place.

Domestic Information

For telephone number information within your area code, dial 411. For long-distance information, dial 1 - area code - 555-1212. See Table 2.1 for a list of direct dial area codes where no country code is needed.

TABLE 2.1 Direct Dial Area Codes

Area Code	Region	Area Code	Region
205	Alabama	441	Bermuda
251	Alabama	250	British Columbia
256	Alabama	604	British Columbia
334	Alabama	778	British Columbia
502	Alabama	284	British Virgin Islands
907	Alaska	209	California
403	Alberta	213	California
780	Alberta	234	California
684	American Samoa	242	California
264	Anguilla	251	California
268	Antigua/Barbuda	302	California
480	Arizona	310	California
505	Arizona	323	California
520	Arizona	401	California
575	Arizona	408	California
602	Arizona	415	California
619	Arizona	424	California
623	Arizona	501	California
928	Arizona	510	California
479	Arkansas	530	California
501	Arkansas	559	California
870	Arkansas	562	California
242	Bahamas	619	California
246	Barbados	626	California

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Area Code	Region	Area Code	Region
650	California	703	District of Columbia
661	California	767	Dominica
702	California	809	Dominican Republic
707	California	829	Dominican Republic
714	California	239	Florida
760	California	305	Florida
805	California	321	Florida
818	California	325	Florida
831	California	334	Florida
858	California	352	Florida
901	California	380	Florida
909	California	386	Florida
916	California	401	Florida
925	California	407	Florida
928	California	501	Florida
949	California	517	Florida
951	California	540	Florida
345	Cayman Islands	561	Florida
670	CNMI (<i>Commonwealth of the Northern Mariana Islands</i>)	689	Florida
		727	Florida
208	Colorado	754	Florida
303	Colorado	772	Florida
307	Colorado	786	Florida
307	Colorado	809	Florida
505	Colorado	809	Florida
701	Colorado	813	Florida
702	Colorado	830	Florida
719	Colorado	850	Florida
720	Colorado	859	Florida
970	Colorado	860	Florida
203	Connecticut	863	Florida
206	Connecticut	868	Florida
806	Connecticut	901	Florida
860	Connecticut	904	Florida
302	Delaware	912	Florida
441	Delaware	941	Florida
856	Delaware	954	Florida
202	District of Columbia	229	Georgia
240	District of Columbia	231	Georgia
571	District of Columbia	252	Georgia

Area Code	Region	Area Code	Region
256	Georgia	630	Illinois
270	Georgia	708	Illinois
334	Georgia	712	Illinois
404	Georgia	715	Illinois
423	Georgia	773	Illinois
430	Georgia	779	Illinois
470	Georgia	814	Illinois
475	Georgia	815	Illinois
478	Georgia	847	Illinois
646	Georgia	217	Indiana
650	Georgia	219	Indiana
678	Georgia	260	Indiana
702	Georgia	317	Indiana
704	Georgia	571	Indiana
706	Georgia	574	Indiana
762	Georgia	740	Indiana
770	Georgia	765	Indiana
803	Georgia	812	Indiana
843	Georgia	937	Indiana
864	Georgia	308	Iowa
865	Georgia	309	Iowa
912	Georgia	319	Iowa
473	Grenada	402	Iowa
671	Guam	515	Iowa
808	Hawaii	563	Iowa
208	Idaho	605	Iowa
210	Illinois	641	Iowa
217	Illinois	712	Iowa
219	Illinois	876	Jamaica
224	Illinois	316	Kansas
260	Illinois	620	Kansas
262	Illinois	785	Kansas
302	Illinois	913	Kansas
309	Illinois	270	Kentucky
312	Illinois	502	Kentucky
314	Illinois	606	Kentucky
331	Illinois	859	Kentucky
414	Illinois	901	Kentucky
574	Illinois	225	Louisiana
608	Illinois	318	Louisiana
618	Illinois	337	Louisiana

(continued)

Area Code	Region	Area Code	Region
380	Louisiana	434	Michigan
504	Louisiana	480	Michigan
985	Louisiana	517	Michigan
207	Maine	586	Michigan
603	Maine	612	Michigan
204	Manitoba	616	Michigan
202	Maryland	701	Michigan
207	Maryland	734	Michigan
240	Maryland	810	Michigan
301	Maryland	832	Michigan
304	Maryland	901	Michigan
410	Maryland	906	Michigan
413	Maryland	947	Michigan
430	Maryland	989	Michigan
443	Maryland	218	Minnesota
571	Maryland	320	Minnesota
703	Maryland	507	Minnesota
201	Massachusetts	515	Minnesota
339	Massachusetts	520	Minnesota
351	Massachusetts	563	Minnesota
413	Massachusetts	612	Minnesota
441	Massachusetts	651	Minnesota
508	Massachusetts	701	Minnesota
518	Massachusetts	763	Minnesota
607	Massachusetts	952	Minnesota
617	Massachusetts	228	Mississippi
619	Massachusetts	318	Mississippi
716	Massachusetts	318	Mississippi
774	Massachusetts	319	Mississippi
781	Massachusetts	601	Mississippi
785	Massachusetts	602	Mississippi
802	Massachusetts	607	Mississippi
845	Massachusetts	662	Mississippi
857	Massachusetts	769	Mississippi
978	Massachusetts	314	Missouri
231	Michigan	417	Missouri
248	Michigan	501	Missouri
269	Michigan	573	Missouri
313	Michigan	615	Missouri
340	Michigan	618	Missouri
406	Michigan	636	Missouri

Area Code	Region	Area Code	Region
660	Missouri	203	New York
662	Missouri	212	New York
785	Missouri	315	New York
816	Missouri	340	New York
870	Missouri	347	New York
913	Missouri	501	New York
406	Montana	516	New York
701	Montana	518	New York
664	Montserrat	561	New York
456	NANP (<i>North American Numbering Plan</i>) area	570	New York
880	NANP area	585	New York
881	NANP area	607	New York
882	NANP area	631	New York
308	Nebraska	646	New York
402	Nebraska	701	New York
712	Nebraska	712	New York
913	Nebraska	715	New York
702	Nevada	716	New York
775	Nevada	718	New York
506	New Brunswick	732	New York
603	New Hampshire	814	New York
201	New Jersey	845	New York
268	New Jersey	914	New York
551	New Jersey	917	New York
561	New Jersey	709	Newfoundland
606	New Jersey	709	Norfolk Island
609	New Jersey	252	North Carolina
631	New Jersey	360	North Carolina
646	New Jersey	336	North Carolina
732	New Jersey	702	North Carolina
805	New Jersey	704	North Carolina
848	New Jersey	803	North Carolina
856	New Jersey	828	North Carolina
862	New Jersey	843	North Carolina
901	New Jersey	864	North Carolina
908	New Jersey	909	North Carolina
973	New Jersey	910	North Carolina
980	New Jersey	919	North Carolina
503	New Mexico	949	North Carolina
505	New Mexico	980	North Carolina
575	New Mexico	984	North Carolina
		218	North Dakota

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Area Code	Region	Area Code	Region
701	North Dakota	803	Oregon
902	Nova Scotia	971	Oregon
867	Nunavut	215	Pennsylvania
216	Ohio	267	Pennsylvania
234	Ohio	302	Pennsylvania
260	Ohio	412	Pennsylvania
270	Ohio	423	Pennsylvania
283	Ohio	484	Pennsylvania
330	Ohio	501	Pennsylvania
419	Ohio	570	Pennsylvania
440	Ohio	609	Pennsylvania
502	Ohio	610	Pennsylvania
513	Ohio	671	Pennsylvania
567	Ohio	701	Pennsylvania
574	Ohio	717	Pennsylvania
606	Ohio	720	Pennsylvania
614	Ohio	724	Pennsylvania
641	Ohio	814	Pennsylvania
701	Ohio	878	Pennsylvania
740	Ohio	920	Pennsylvania
812	Ohio	902	Prince Edward Island
859	Ohio	787	Puerto Rico
937	Ohio	939	Puerto Rico
401	Oklahoma	418	Quebec
405	Oklahoma	438	Quebec
479	Oklahoma	450	Quebec
580	Oklahoma	514	Quebec
918	Oklahoma	819	Quebec
226	Ontario	401	Rhode Island
289	Ontario	306	Saskatchewan
416	Ontario	704	South Carolina
519	Ontario	802	South Carolina
613	Ontario	803	South Carolina
647	Ontario	843	South Carolina
705	Ontario	864	South Carolina
807	Ontario	951	South Carolina
905	Ontario	605	South Dakota
360	Oregon	869	St. Kitts & Nevis
503	Oregon	758	St. Lucia
509	Oregon	758	St. Vincent & Grenadines
541	Oregon	784	St. Vincent & Grenadines

Area Code	Region	Area Code	Region
256	Tennessee	956	Texas
276	Tennessee	959	Texas
423	Tennessee	971	Texas
501	Tennessee	972	Texas
615	Tennessee	979	Texas
662	Tennessee	868	Trinidad & Tobago
706	Tennessee	649	Turks & Caicos Islands
731	Tennessee	340	US Virgin Islands
865	Tennessee	208	Utah
901	Tennessee	307	Utah
931	Tennessee	385	Utah
210	Texas	406	Utah
214	Texas	435	Utah
254	Texas	775	Utah
281	Texas	801	Utah
318	Texas	802	Vermont
325	Texas	202	Virginia
360	Texas	276	Virginia
361	Texas	304	Virginia
409	Texas	434	Virginia
430	Texas	443	Virginia
432	Texas	540	Virginia
469	Texas	571	Virginia
512	Texas	703	Virginia
601	Texas	757	Virginia
662	Texas	802	Virginia
682	Texas	804	Virginia
701	Texas	206	Washington
713	Texas	208	Washington
785	Texas	216	Washington
806	Texas	253	Washington
810	Texas	360	Washington
817	Texas	425	Washington
830	Texas	503	Washington
832	Texas	509	Washington
870	Texas	541	Washington
901	Texas	564	Washington
903	Texas	202	West Virginia
915	Texas	304	West Virginia
918	Texas	262	Wisconsin
936	Texas	414	Wisconsin
940	Texas	608	Wisconsin

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Area Code	Region	Area Code	Region
715	Wisconsin	308	Wyoming
920	Wisconsin	406	Wyoming
208	Wyoming	435	Wyoming
307	Wyoming	867	Yukon, NW Territories

International Long-Distance Calls

You can place 1 + area code + seven-digit number direct-dial calls to the United States, Canada, Bermuda, Puerto Rico, and most of the Caribbean islands. Other international calls may be dialed directly by dialing the following:

- Ñ International call dial prefix 011
- Ñ **Country code**—every country has a two- or three-digit country code. (See the list that follows in Table 2.2)
- Ñ **City code**—most major international cities have a one-to five-digit city code
- Ñ **Local telephone number**—local numbers vary in length

TAB LE 2.2 International Country Codes

Country Name	Country Code	Country Name	Country Code
Afghanistan	93	Bhutan	975
Albania	355	Bolivia	591
Algeria	213	Bosnia & Herzegovina	387
Andorra	376	Botswana	267
Angola	244	Brazil	55
Antarctica	672	Brunei	673
Argentina	54	Bulgaria	359
Armenia	374	Burkina Faso	226
Aruba	97	Burundi	257
Ascension Island	247	Cambodia	855
Australia	61	Cameroon	237
Austria	43	Canada	1
Azerbaijan	994	Cape Verde Islands	238

Bahrain	973	Central African Republic	236
Bangladesh	880	Chad	235
Belarus	375	Chatham Island (New Zealand)	64
Belgium	32	Chile	56
Belize	501	China (People's Republic)	86
Benin	229	Christmas Island	61

Country Name	Country Code	Country Name	Country Code
Cocos-Keeling Islands	61	Global Mobile Satellite System (GMSS)	881
Colombia	57	Greece	30
Comoros	269	Greenland	299
Cook Islands	682	Guadeloupe	590
Costa Rica	506	Guantanamo	5399
Croatia	385	Bay Guatemala	502
Cuba	53	Guinea (PRP)	224
Curaçao	599	Guinea-Bissau	245
Cyprus	357	Guyana	592
Czech Republic	420	Haiti	509
Democratic Republic of the Congo	242	Honduras	504
Denmark	45	Hong Kong	852
Diego Garcia	246	Hungary	36
Djibouti	253	Iceland	354
East Timor (Timor-Leste)	670	India	91
Easter Island	56	Indonesia	62
Ecuador	593	Inmarsat (Atlantic Ocean - East)	871
Egypt	20	Inmarsat (Atlantic Ocean - West)	874
El Salvador	503	Inmarsat (Indian Ocean)	873
EMSAT (Mobile Satellite Service)	88213	Inmarsat (Pacific Ocean)	872
Equatorial Guinea	240	Inmarsat SNAC	870
Eritrea	291	Iran	98
Estonia	372	Iraq	964
Ethiopia	251	Ireland	353
Faeroe Islands	298	Israel	972
Falkland Islands	500	Italy	39
		Ivory Coast (Côte)	225

Fiji Islands	679	<i>d'Ivoire)</i>	
Finland	358	Japan	81
France	33	Jordan	962
French Antilles	596	Kazakhstan	7
French Guiana	594	Kenya	254
French Polynesia	689	Kiribati	686
Gabon	241	Korea (<i>North</i>)	850
Gambia	220	Korea (<i>South</i>)	82
Gaza Strip	970	Kosovo	381
Georgia	995	Kuwait	965
Germany	49	Kyrgyz Republic	996
Ghana	233	Laos	856
Gibraltar	350	Latvia	371
		Lebanon	961

(continued)

Country Name	Country Code	Country Name	Country Code
Lesotho	266	Oman	968
Liberia	231	Pakistan	92
Libya	218	Palau	680
Liechtenstein	423	Palestine	970
Lithuania	370	Panama	507
Luxembourg	352	Papua New Guinea	675
Macau	853	Paraguay	595
Macedonia (<i>formerly Yugoslav Republic</i>)	389	Peru	51
Madagascar	261	Philippines	63
Malawi	265	Pitcairn Islands	870
Malaysia	60	Poland	48
Maldives	960	Portugal	351
Mali Republic	223	Qatar	974
Malta	356	Réunion Island	262
Marshall Islands	692	Romania	40
Martinique	596	Russia	7
Mauritania	222	Rwanda	250
Mauritius	230	St. Helena	290
Mayotte Island	269	St. Pierre & Miquelon	508
Mexico	52	San Marino	378
Micronesia (<i>Federal States of</i>)	691	São Tomé & Príncipe	239
Moldova	373	Saudi Arabia	966
Monaco	377	Senegal	221
		Serbia	381

Mongolia	976	Seychelles Islands	248
Morocco	212	Sierra Leone	232
Mozambique	258	Singapore	65
Myanmar	95	Slovak Republic	421
Namibia	264	Slovenia	386
Nauru	674	Solomon Islands	677
Nepal	977	Somalia	252
Netherlands	31	South Africa	27
Netherlands Antilles	599	Spain	34
New Caledonia	687	Sri Lanka	94
New Zealand	64	Sudan/South Sudan	249
Nicaragua	505	Suriname	597
Niger	227	Swaziland	268
Nigeria	234	Sweden	46
Niue	683	Switzerland	41
Norfolk Island	672	Syria	963
Norway	47	Taiwan	886

Country Name	Country Code	Country Name	Country Code
Tajikistan	992	Universal Personal Telecommunications (UPT)	878
Tanzania	255	Uruguay	598
Thailand	66	Uzbekistan	998
Thuraya (Mobile Satellite Service)	88216	Vanuatu	678
Togo	228	Vatican City	39
Tokelau	690	Venezuela	58
Tonga Islands	676	Vietnam	84
Tunisia	216	Wake Island	808
Turkey	90	Wallis & Futuna Islands	681
Turkmenistan	993	West Bank	970
Tuvalu	688	Western Samoa	685
Uganda	256	Yemen	967
Ukraine	380	Zambia	260
United Arab Emirates	971	Zanzibar	255
United Kingdom	44	Zimbabwe	263
United States of America	1		

Voice-Mail Etiquette

The goal of voice-mail etiquette is to improve communications without being inconsiderate. With voice mail, there are two sides to the communication: callers and the person being called. Each should follow certain guidelines.

Callers frequently become upset with “bad” voice-mail systems; however, they fail to pay attention to the fact that sometimes they are “bad” callers. The following are some things for callers to consider when encountering voice mail:

- Leave a clear, concise message with a phone number.
- Provide a good time for the call to be returned.
- Unless you have indicated it is an emergency or a problem with an extreme time deadline, do not assume the person checks voice mail regularly—you should assume a call back will not be immediate.
- Remember that sometimes voice messages are lost somewhere in the system. A person may accidentally delete a message.
- Use voice mail as a way of informing a person that other communications are waiting or coming, since voice-mail users frequently check voice mail more often than email or the fax machine.
- Never leave confidential, inflammatory, or embarrassing messages on a voice-mail message.

If your office has voice mail available, you should observe the following guidelines:

- When recording your message, keep your greeting short.
- Tell people how and when they can reach you.
- Update your message frequently to inform people of your schedule, especially if you cannot return messages quickly
- Keep your message friendly, but don't forget professionalism.
- If you use voice mail to receive messages, check it frequently throughout the day.
- Return calls in a timely manner—don't use voice mail as a way to avoid interaction.
- Encourage your callers to leave detailed messages—you may be able to leave the answer on their voice mail without a two-way conversation.
- Respect the confidentiality of any messages you receive. Treat all voice-mail messages the same way you would treat any private conversation.

Answering Services

If your company uses an answering service, always let the service know when you come into the office in the morning and when you are leaving in the evening. Many services will allow you to forward your telephone calls to the service, or they will answer your calls automatically if you do not pick up after a set number of rings. Always leave the answering service a number where your employer can be reached in case of an emergency.

Further Reading:

- ✓ Gitomer, Jeffery. *The Sales Bible*. Wiley, 2003.
- ✓ Godin, Seth. *Linchpin*. Portfolio Hardcover, 2010.
- ✓ Hill, Napoleon. *Think and Grow Rich*. www.bnpublishing.com, 2007.
- ✓ Port, Michael. *Book Yourself Solid (Second Edition)*. Wiley, 2010.