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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Are the people on the phone in your business helping or killing you?

I can’t believe it! Just as I started to write this article, I got a call from someone at Bell Canada that no one could have possibly understood. This lady not only had a heavy Eastern European accent but she spoke so quickly that I wouldn’t have been able to follow her if she had spoken plain English. I tried to figure out what she was calling me about but I finally gave up, apologized, and hung up.

I’m not an elitist, a racist, or unwelcoming to those who choose to become part of the Canadian fabric. I live in the world’s most cosmopolitan city (according to the United Nations) and I love it ...but for the love of God don’t put people on your business phone who can’t communicate effectively...they’re killing your business!

How could Bell Canada be so stupid? They practically invented the phone and they can’t figure this stuff out? I’ve had calls in the past month from at least 10 different businesses that were making the same mistake. So, here’s the thing...don’t do this!

While you’re at it, call your own business when you’re out and listen carefully to how the phone is answered. Is it answered in no more than three rings? That’s important. People expect a business phone to be answered in three rings. When it’s not answered by five rings, they typically hang up and assume that you’ve gone out of business, which, if enough people assume that, you will.

Does the person who answers your phone say the name of your business so quickly that you don’t recognize your own business name? This is one happens a lot. Make them slow down. Or, do they sound so bored that even you want to hang up? Chirp them up or move them to a back office with no phone.

Answering and talking on the phone is an art...an art that apparently very few businesses are teaching these days. But every once in a while, you hit a gem! I called the Bulk Barn store in Orillia, Ontario four times last week to interview the owner for an upcoming speech and Shellie answered the phone each time. She was amazing...bright, cheerful, understandable and helpful...every time. Does your business need a few “Shellies”?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com , email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.