

Todd Van Beck presents...

Telephone Etiquette & Best Practices for Funeral Homes & Cemeteries




The telephone is the lifeline of the funeral home and cemetery. Most all first calls, price shopper inquiries and general business is conducted over the phone.

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Phone Philosophy 1 0 1

There is not a magic pill for great telephone skills except save one:

Your sincere interest and desire to help someone and in the process build a relationship.

No one is perfect – however if you are liked the public will overlook human frailties that they will criticize a stranger or someone they don't like for.

The key to the phone world is relationship building.

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This Is Not Easy

The 4% Rule

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Answering The Phone

- This is often the first contact between the funeral home and the family.
- The second ring rule (written in stone)
- Message pads and SHARPE pencils (not pens)
- The one inch away approach
- The four phone sins: gum, mints, coffee, smoking

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Vocal Techniques

- Pitch and Inflections
- Voice Quality
- Rate and Temp



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Common Vocal Problems

- Mispronounced Words
- Poor Enunciation
- Annoying Mannerisms



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Public's Dislikes



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Public's Dislikes

- Crude
- Insolent
- Indifferent
- Uninformed
- Inarticulate
- No Answer
- No Return Call
- Ignorance
- Extensive Hold
- Will Not Identify Themselves
- Babbling
- Promises Made And Not Kept – The Rush Act

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Public's Expectations

The Public's Expectations in Telephone Communication



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Reasonable Expectations

- Attention
- Respect
- Helpfulness
- Articulate
- Informed
- Courteous
- Friendly
- Warm – Patient
- Pleasant Voice
- Dedicated To Hearing
- Professional Sense Of Humor
- Intelligent – Thorough - Professional

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Basic Telephone Etiquette

- Identify Yourself
- Identify the Caller
- Provide Assistance




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Basic Telephone Etiquette

The Golden Phone Rule:

“Nothing happens until you build a relationship, and this is not easy on the phone.” TVB



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Message Taking Procedures

- General Information to be Recorded
- Listening Skills
- Record Keeping
- Encourage to Leave a Message



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Ego And Training

There is wisdom in parking the ego somewhere away from the funeral home.

In order for skills to improve intentional training, consistent training, and prepared training needs to be part of the culture.

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Answering Services



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Discussion – Q & A



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Contact Todd Van Beck

Check out my website:
<http://www.ToddVanBeck.com>

I always appreciate your feedback...

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